



Final Project Report
DIG 3811 - User Centered Design
Fall 2020

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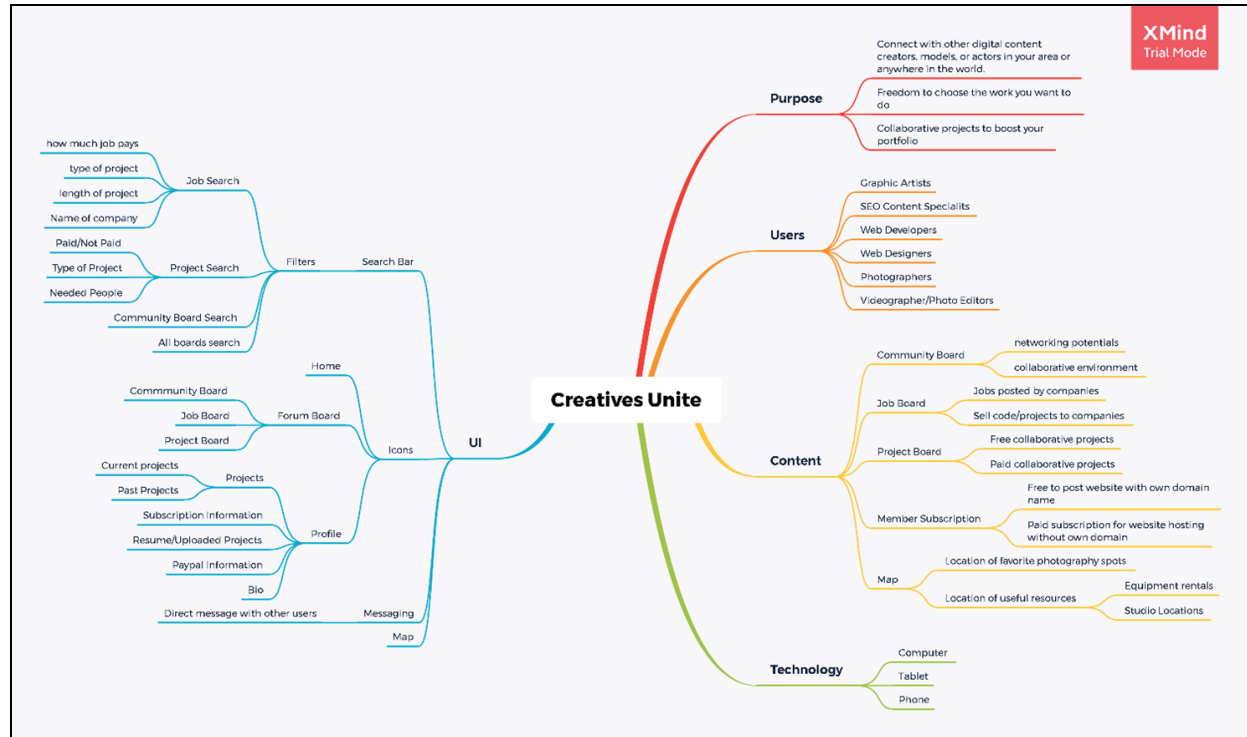
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1. IDEA & MIND MAP

CREATIVES UNITE

Creatives Unite is a central platform for creative freelancers to easily showcase their portfolio, find jobs online, and network with other freelancers.



2. TEAM MEMBERS & ROLES

- **Sarah Herbert:** Project Manager, Back-end Development
- **Natalie Laurent:** Quality Analyst
- **Kyle Chung:** Back-end Development
- **Kevin Connolly:** Front-end Development
- **Mark Yanit:** Visual Design

3. MARKET ANALYSIS

I. Examples in the Marketplace, Evaluation and Critic:

Project - Website for Creative Freelancers

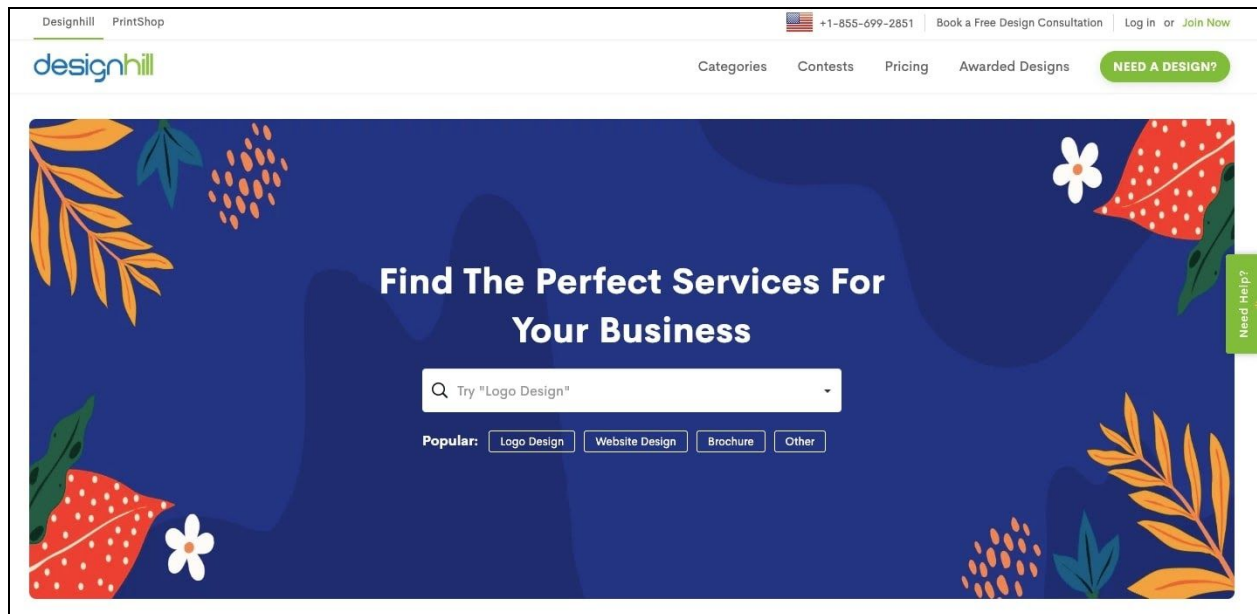
1. Designhill
2. Upwork
3. 99designs
4. Fiverr
5. Guru
6. AngelList
7. LinkedIn
8. We Work Remotely
9. Dribbble
10. PeoplePerHour
11. Toptal
12. SimplyHired
13. Behance
14. Freelancer
15. Shopify

1. Designhill

<https://www.designhill.com/>

Designhill is a marketplace platform that caters to the creative needs of businesses and individuals who are looking for high-quality designs from professional designers or products created by independent artists. Its services allow users to hire and collaborate with designers, buy artwork on thousands of products in their print shop, and even create a logo using their AI logo maker.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Many categories of design services • 100% money back guarantee if unsatisfied with service • Features a print shop for freelancers to sell their design on various products • Website is fully responsive and optimised for Desktop, Mobile and Tablets versions • 5 stars review from TrustPilot (safe & secure) 	<ul style="list-style-type: none"> • Limited to only design services • No mobile app • 5% fixed commission towards Designhill • Cluttered website

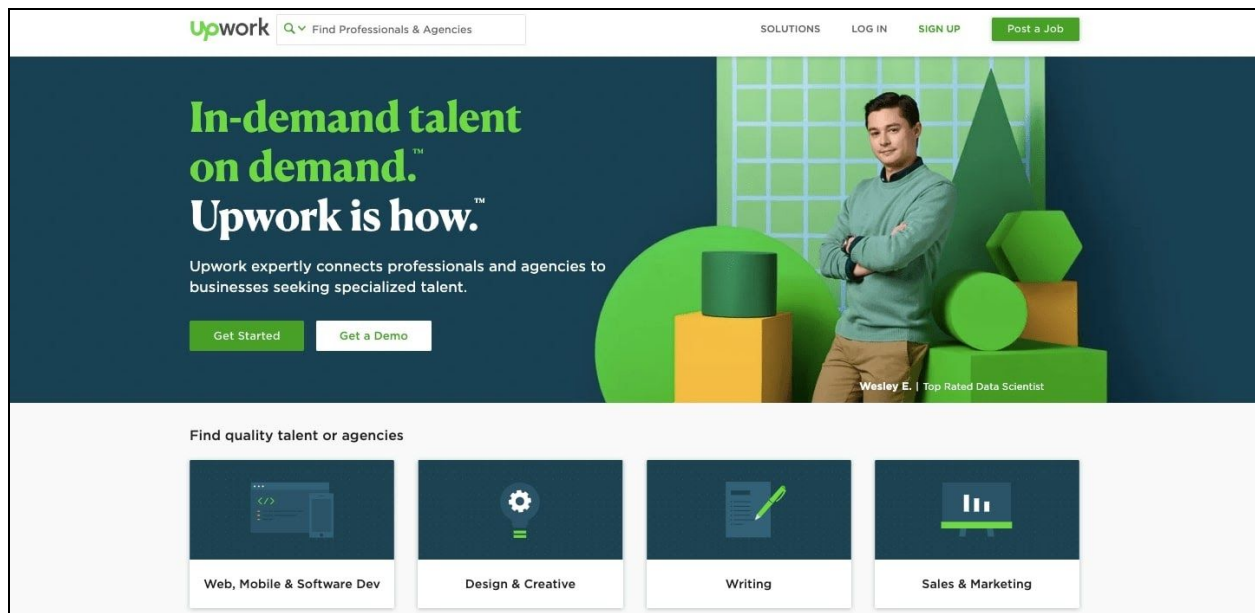


2. Upwork

<https://www.upwork.com/>

Upwork is a job posting website that lets users connect with thousands of independent workers to hire with skills across more than 70 categories of work such as web and mobile app development, graphic design, admin support, sales and marketing, content writing, and many more.

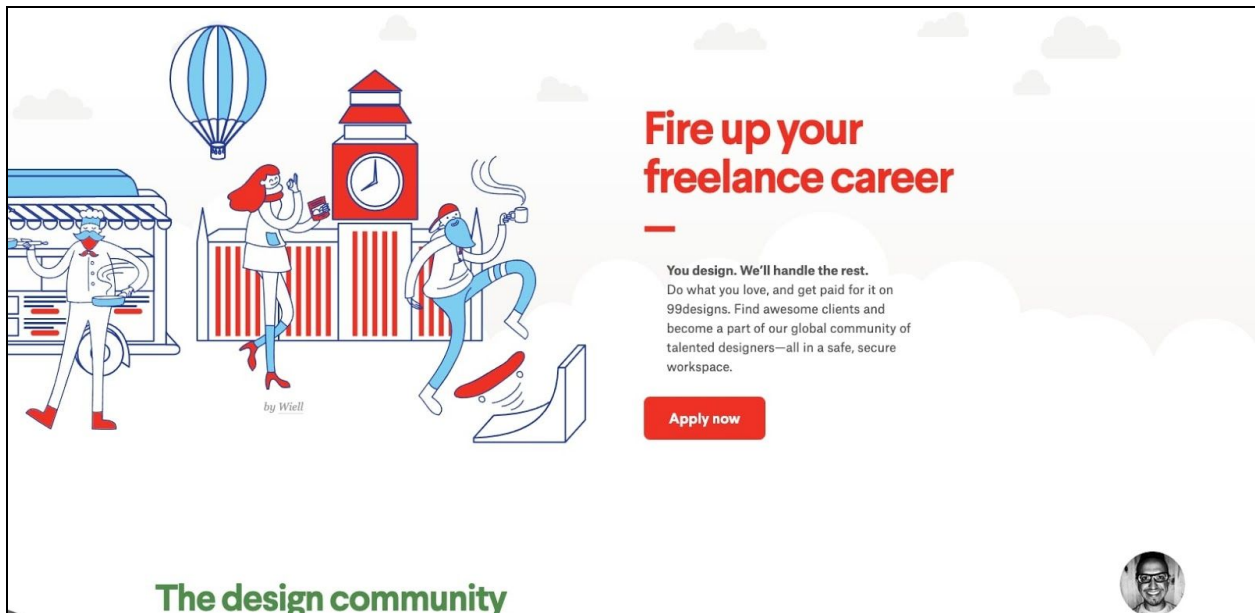
Strengths	Weaknesses
<ul style="list-style-type: none"> Covers a wide variety of skills and professionals to search for Able to pay and manage W2 workers through its website payroll (everything happens within the platform) Safe & secure with multi-factor authentication and custom session timeouts Able to hire for any scope of work (short-term tasks, recurring projects, full-time contract work) Available to use as a mobile app 	<ul style="list-style-type: none"> Portfolio sections are the not the main focus of profiles Only a job posting site Limited profile customization



3. 99designs<https://99designs.com/>

99designs is another marketplace platform, similar to Designhill, for individuals to find the best designers for their projects. Clients are able to connect with professional designers through 1-to-1 collaborations or through design contests that designers compete in.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Simple and easy-to-navigate website • Designers are rated and reviewed • Features a blog by 99designs for designers to read and learn tips • Displays estimated price ranges for each category of design service 	<ul style="list-style-type: none"> • Must apply to be a designer • Designer fees for projects you take on • Limited to just design services • No mobile app



Fire up your freelance career

—

You design. We'll handle the rest.
Do what you love, and get paid for it on 99designs. Find awesome clients and become a part of our global community of talented designers—all in a safe, secure workspace.

Apply now

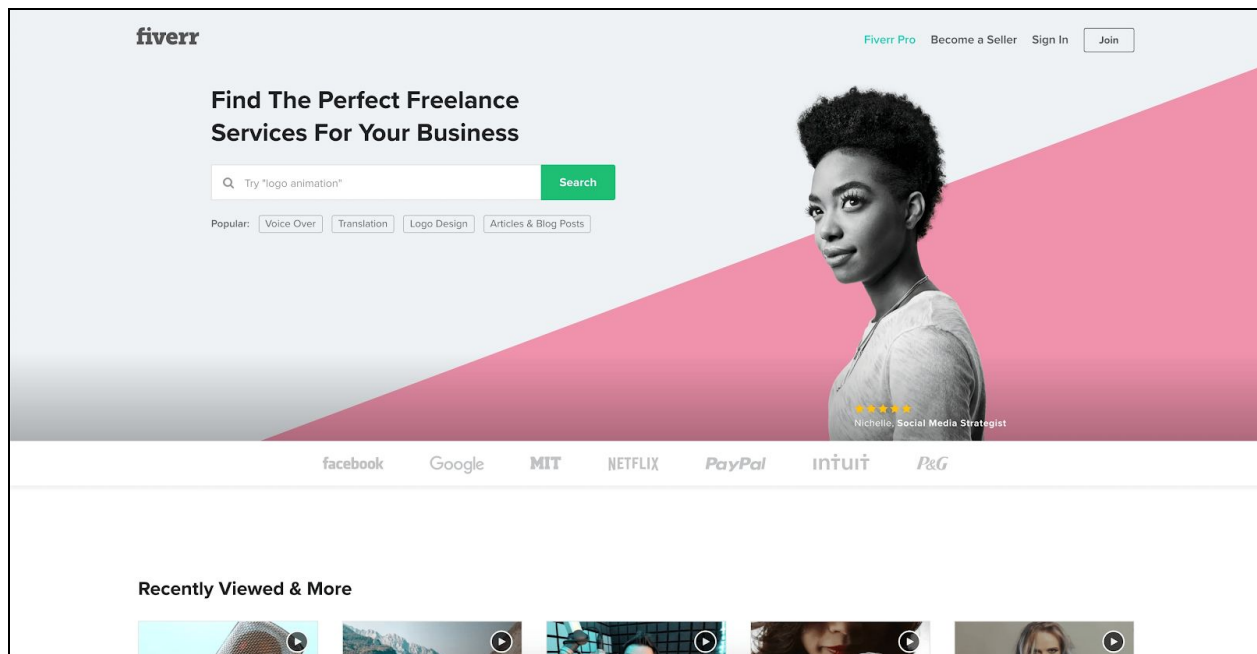
The design community

4. Fiverr

https://www.fiverr.com/?source=top_nav

Fiverr is a website that offers freelance work and digital services through listing and applying. It has more than 300 categories under 8 sections including: Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Business, and Lifestyle. Gigs start at 5 dollars and can scale upwards to thousands of dollars. There is also a section called “Fiverr Pro” where experts can be hired and are personally verified by Fiverr to guarantee high-quality work.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Hundreds of categories • Wide price range • Easy to find services • “Pro” section for high quality work • Protects buyers • Easy to contact others • Can hire an entire group • Logo generator • Online courses 	<ul style="list-style-type: none"> • Does not provide great protection for sellers • 20% revenue share with Fiverr • Limited payment services, more fees • 14 day hold on funds • Automatically accepts jobs, seller could get overworked • No integrated video calling



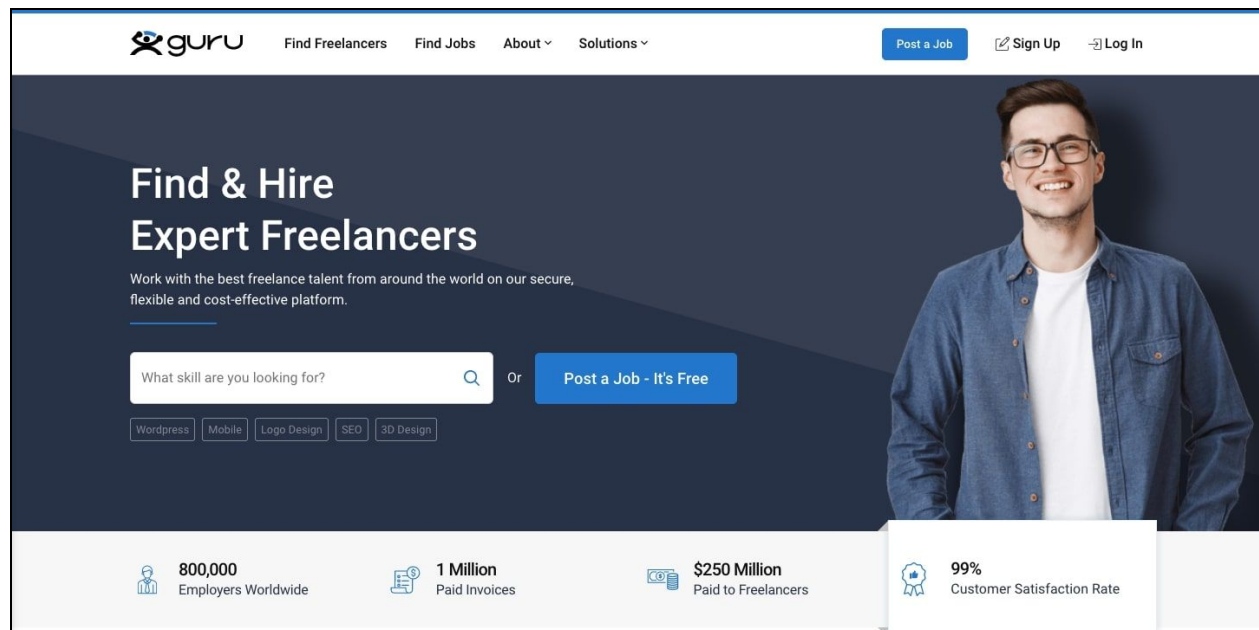
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5. Guru<https://www.guru.com/>

Guru is a freelance marketplace; it allows for people to post and find job listings. Freelancers can customize their portfolio in many ways to be able to stand out such as adding an introduction video, view previous employers, and link their social media to their accounts. Guru offers many different sections such as Programming & Development, Writing & Translation, Design & Art, Administrative & Secretarial, Sales & Marketing, Business & Finance, Engineering & Architecture, Legal, and Education & Training.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Wide variety of skills • Search by locations • Free/Unlimited to post jobs • Ability to use SafePay • Can view performance over time and previous employer information 	<ul style="list-style-type: none"> • Free version lacks features • Paywall to get full experience • 5% job fee • Paid members get more exposure

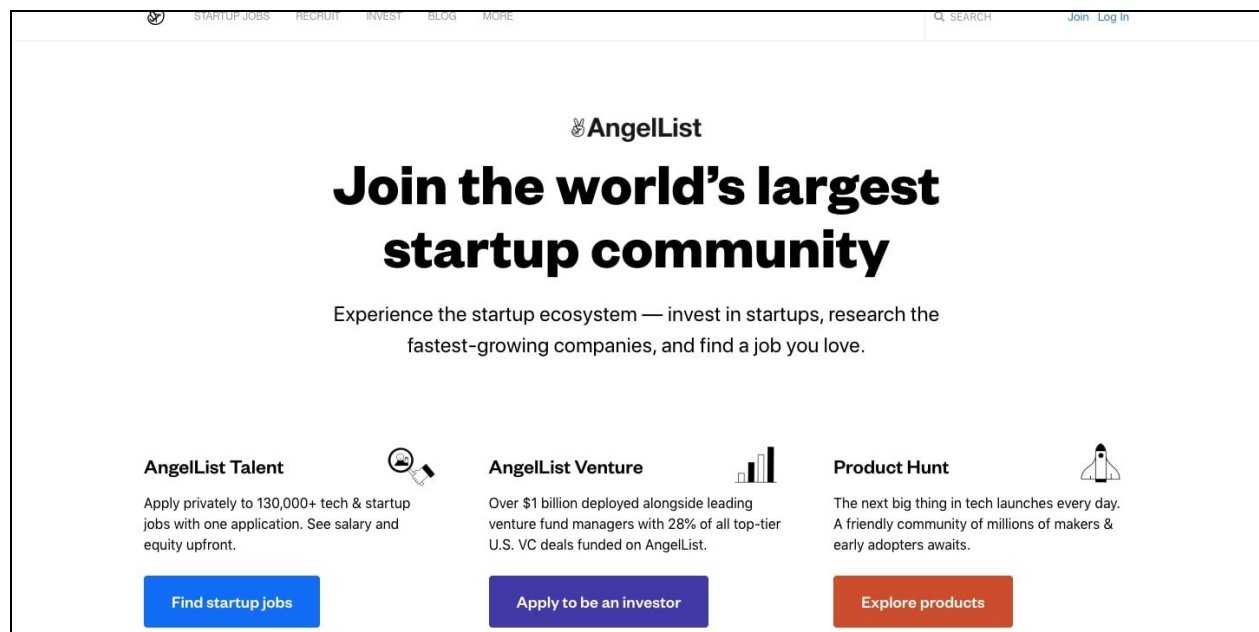


6. AngelList

<https://angel.co/>

AngelList offers a large startup community allowing people to find jobs and products. This startup community also allows investors to be able to search for products and ideas to become a potential investor for the startup. They have different sections of their website including shipping services, discussion boards, job listings, Q&A, events, and many more relating to startup companies. AngelList offers a great place for people looking to create a startup product and company, discover a startup, or hire people.

Strengths	Weaknesses
<ul style="list-style-type: none">• Simple job and idea posting• Browse by location• Startup support• Large community• Investor friendly• Search for specific skills• Search jobs by role• Informative and many guides• Search jobs by salary	<ul style="list-style-type: none">• Overwhelming for new users• Some job posting categories are inactive• Not fully geared for freelance work• Little confusing to navigate to specific sections of the website



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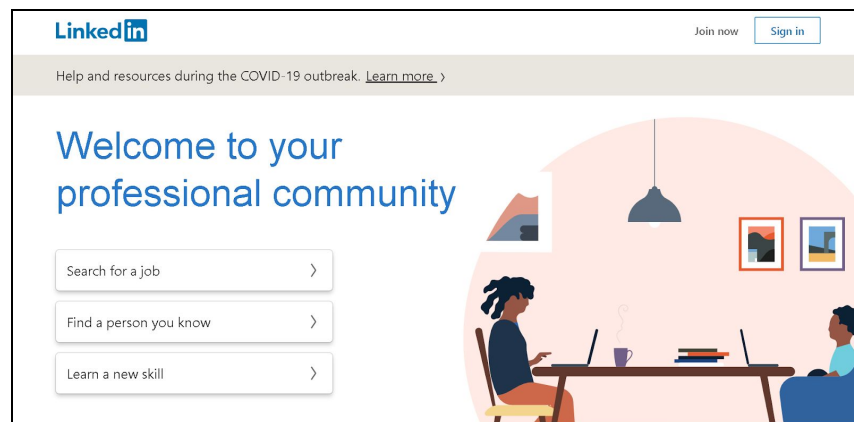
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7. LinkedIn

<https://www.linkedin.com/>

LinkedIn is a community board for professionals in every field but is especially useful if you're in a creative field. You can post examples of the works you've done in the past and present. It also allows you to specifically post the skills you have so it's easy for future job prospects to narrow down if you're a correct fit based off of them. The platform also allows for users to look for active job postings from companies and apply through them or they connect you to the external application.

Strengths	Weaknesses
<ul style="list-style-type: none">• Community board forum to see posts from people you follow or ability to post about looking for a job and see who reaches out.• Job listings• Both mobile and desktop• Homepage is a newsfeed for people you follow.• Ability to connect with peers and professionals.• Push notifications about news stories and people/job postings you follow• Search bar• Direct messaging feature• In person and Remote only work and filter options for both• Must have profile to use• Subscription program for more features	<ul style="list-style-type: none">• Limitations on posting coding projects, externally link to github or another website.• Old job listings• Filter feature doesn't have a location setting• Network building hard for new people• Potentially scammer job postings



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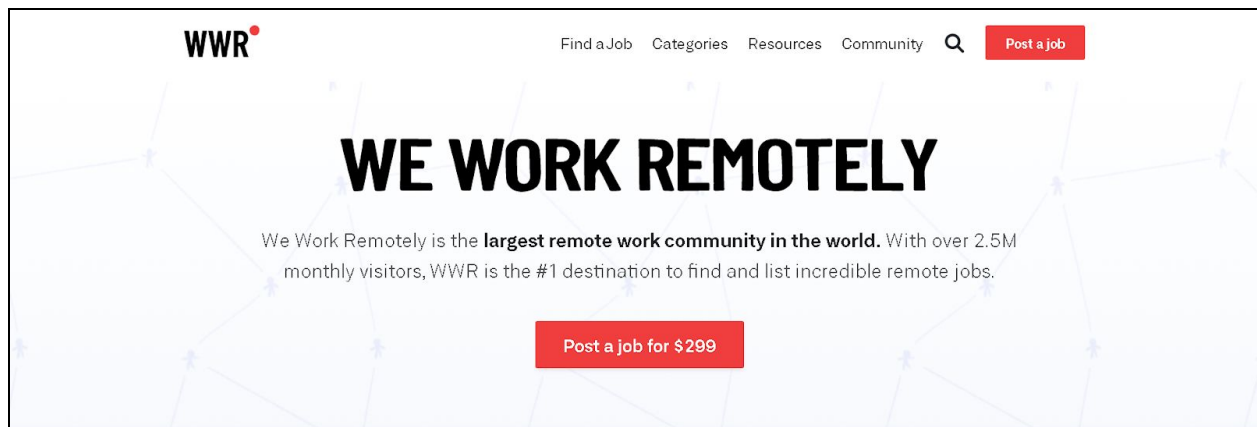
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8. We Work Remotely

<https://weworkremotely.com/>

Job posting board from different companies looking for design-related workers. It is the largest remote working community job listing site in the world, with over 2.5 million users. Each company must pay a fixed price of \$299 to list a job on the site so it eliminates the potential for scammer or low-quality job postings. Whether you are looking to work part-time or freelance jobs that will keep you busy like full-time jobs, We Work Remotely has freelance jobs to fit your skill set.

Strengths	Weaknesses
<ul style="list-style-type: none">• No profile required to look for job postings• Large companies• Less chance for potential scammers since job listings cost money to be posted• Filter options for job listings• Remote only work	<ul style="list-style-type: none">• Limited to more people in Web Design and Computer Science field than creatives in general• Only a job board forum• Desktop only• Might be hard for beginner freelancers to find work since they're all big companies

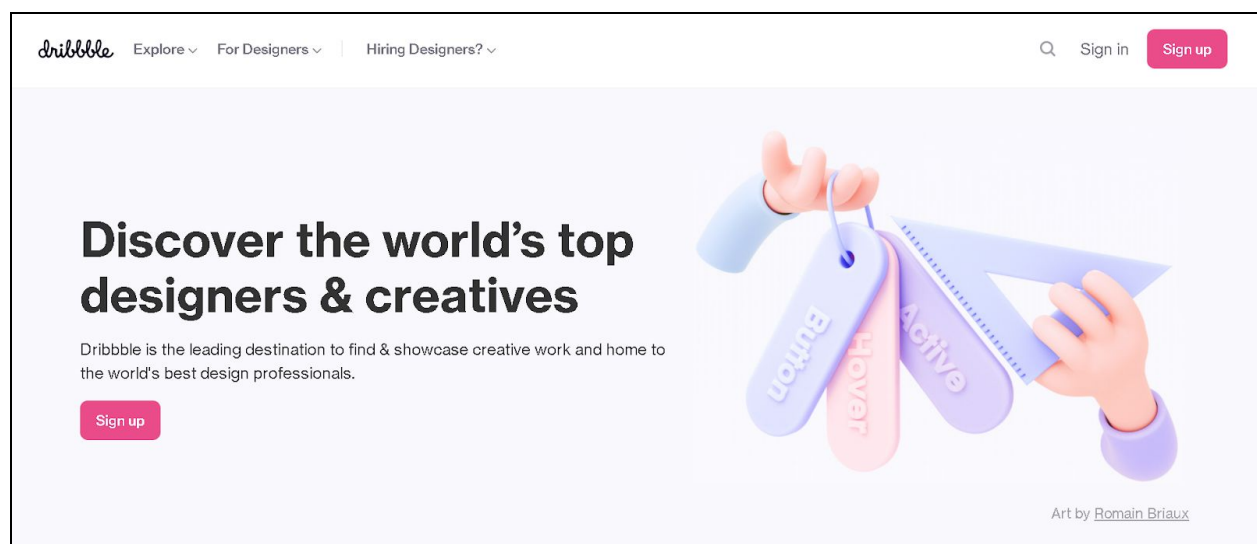


9. Dribbble

<https://dribbble.com/>

Dribbble is a site that allows designers in the animation, illustration, graphic design, etc field showcase their work. With a high-quality profile, it allows for users to be able to potentially be discovered by potential clients looking to hire. It is a community board which allows users to interact and network with each other and potentially other clients. It also allows for users to help bolster a person's profile with likes and comments.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Both mobile and desktop • Community board for other creators to interact • Likes and comments • Showcase projects • Interactive with other designers • Must have profile to use • List whether you are looking for work or not • Subscription service for companies to hire designers • Has own API features for designers to use 	<ul style="list-style-type: none"> • No job listings just the potential prospect of job offerings • Only for creatives in a more artistic field • Might only be noticed by professionals if you are popular on site • Have to actively remember to turn on and off if you're looking for work



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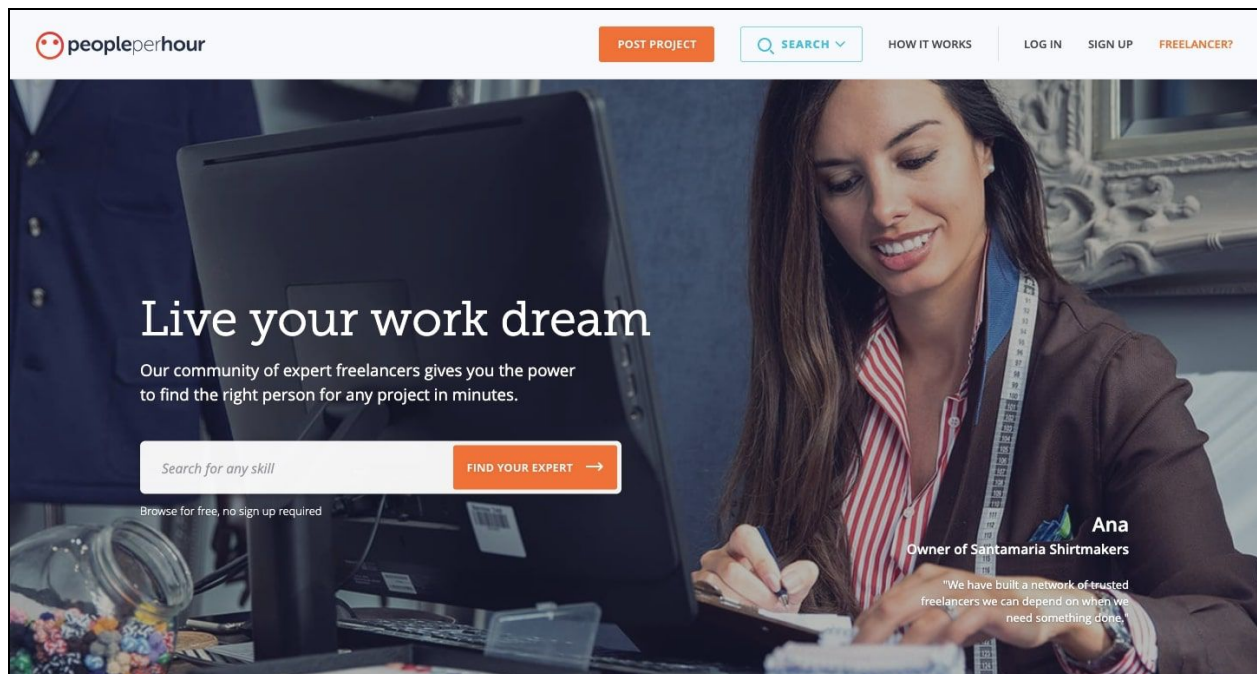
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10. PeoplePerHour

<https://www.peopleperhour.com/>

PeoplePerHour is a site that matches clients to designers through a native algorithm that inputs client requirements and matches them with designer credentials. This system allows for finding the right person for the job.

Strengths	Weaknesses
<ul style="list-style-type: none">• Matching designer and client based on algorithm• Secure application process• Quick responses on platform• Job posting system• Mobile and Desktop service• Money Protection service	<ul style="list-style-type: none">• Weak in community engagement• Stronger platform for client experiences• Lack of services for mobile



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11. SimplyHired

<https://www.simplyhired.com/>

SimplyHired provides a basic platform with the essentials needed to post a job online for potential designers to apply to. The site focuses mostly on job posting and does not charge for this service, allowing for anyone to post to the board and for anyone to respond. One can sign up to organize their job postings and other information found from the site.

Strengths	Weaknesses
<ul style="list-style-type: none">● Free job posting board● Filters for organization● Easy to use, open access to job posting● Resume, letter writing tips for job seekers	<ul style="list-style-type: none">● Un-verified job postings● Lack of designer focus and involvement● No user to user engagement

The screenshot displays the SimplyHired website interface. At the top, the search bar contains 'freelance web designer' and the location is set to 'Austin, TX'. A 'Search Jobs' button is visible. Below the search bar, there are filters for 'Relevance', 'Date', 'Distance', 'Job Type', 'Minimum Salary', and 'Date Added'. The results show 14 freelance web designer jobs near Austin, TX. The first job listing is for 'Freelance Visual Designer' at frog - Austin, TX, with a 3.4 rating. The job description includes 'Freelance Visual Designer starting January 6th***. Knowledge of capabilities and limitations of Web technologies such as HTML, JavaScript, Flash, and CSS. Estimated: \$69,000 - \$90,000 a year'. Other job listings include 'Graphic Designer (Austin or Remote - North America/Europe)' at Siege Media LLC, 'SEO Strategist (Remote)' at Thrive Internet Marketing Agency, 'Content Marketing Specialist (Remote)' at The Mom Project, and 'Product Marketing Manager (SaaS, Remote)' at Jobot.

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12. Toptal

<https://www.toptal.com/>

Toptal matches the top 3% of freelancer talent to potential clients for projects. They boast in using an algorithm that matches users to each other based on the need for experience, size of the team, skill, and reputability. The site also offers a myriad of tailored services to clients in need of specialized services for their projects.

Strengths	Weaknesses
<ul style="list-style-type: none">• Rigorous Freelancer screening process for verifiable and exclusive matches• Industry-grade professionals to match with• Matches tailored to client company size, project deadline, level of skill needed, etc.• In depth and project-specific filters for clients to find matches• Blog outlets for community engagement• High, standard rates for freelancers	<ul style="list-style-type: none">• Alienates new freelancers• Upfront fees for clients

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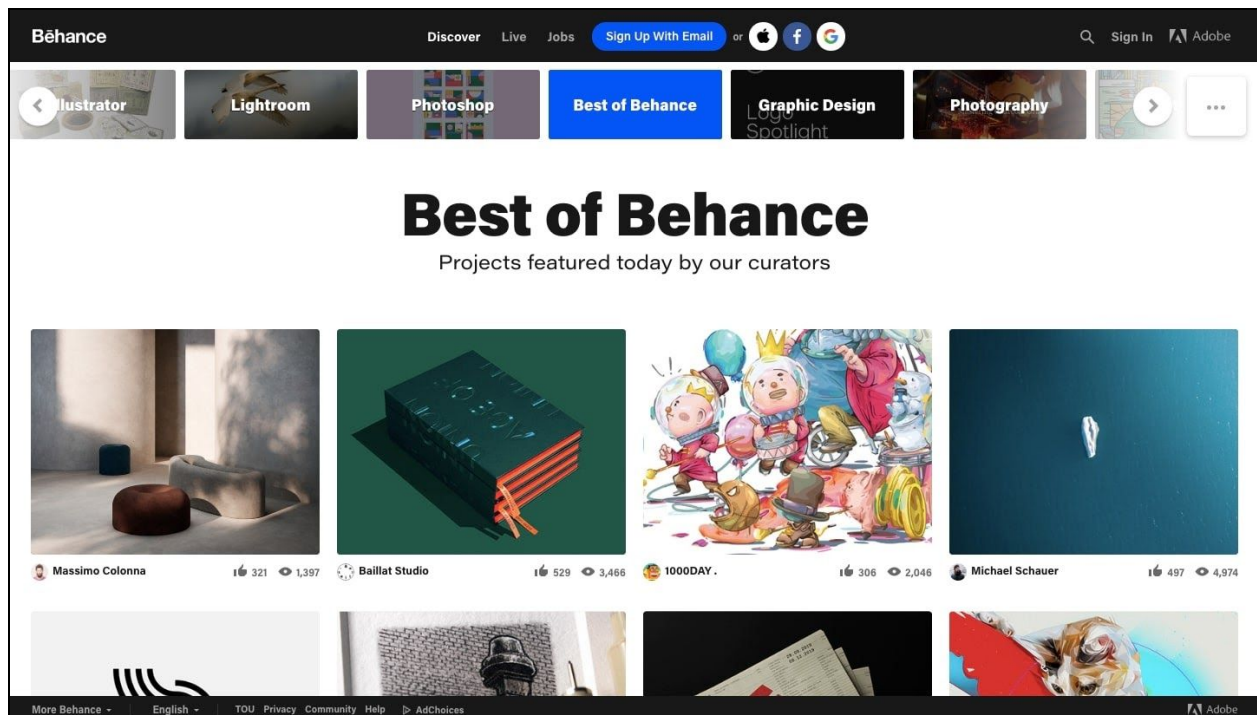
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13. Behance

<https://www.behance.net/>

Behance, part of the Adobe family, is a leading online platform to showcase & discover creative work. Creative people around the world join Behance, entering a community made with their original work and creative process in mind. Here, users showcase their work in the form of profiles composed of Projects.

Strengths	Weaknesses
<ul style="list-style-type: none">• Portfolio showcasing• High engagement• Featuring entire projects in detail (color,mood boards, etc).• Fee to sign-up, no invite-required• Simple and easy to use interface for creating, publishing, and managing job listings	<ul style="list-style-type: none">• One of the most expensive job boards for creative design projects• Compressing images required to upload properly• Lack of layout customization



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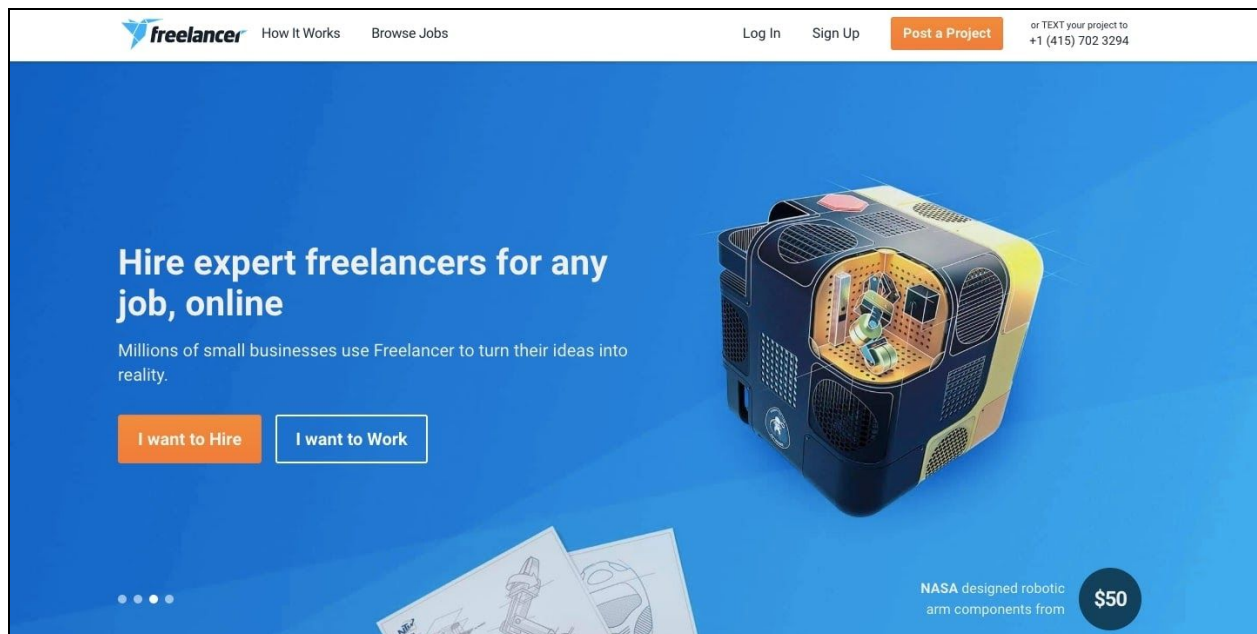
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14. Freelancer

<https://www.freelancer.com/>

Freelancer.com is an online job marketplace that provides a means for employers and freelancers around the globe to collaborate for mutual benefit. Individuals or businesses in need of skilled help for short or long-term projects can post those projects and allow freelancers to submit bids for the completion of the work.

Strengths	Weaknesses
<ul style="list-style-type: none">• Provides immediate access to thousands of independent contractors with specific skills• Offers a constant source of part-time to full-time work opportunities• Time tracking function to track progress on projects• Desktop and Mobile applications available	<ul style="list-style-type: none">• High fees on both sides of the freelancer/employer equation• Penalty fee for inactivity• Risk of scam and/or loss of payment



15. Shopify<https://www.shopify.com/>

Shopify is an ecommerce platform, meaning it's designed to help you build your online store. You pay a monthly fee to use its templates and impressive sales tools, add products, and process online orders. There's even a large app store for the rest of your selling needs. In short, Shopify makes running your business easier.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Clear interface for users • Assistance with managing the store's technological needs • Big choice of storefront themes • Incredibly dedicated support team available 24/7 	<ul style="list-style-type: none"> • Targeted for less tech-savvy individuals and businesses (Functionality limited to an extent) • Only ten free theme templates • High subscription and transaction fees

The screenshot shows the Shopify homepage. At the top, there's a navigation bar with the Shopify logo, links for 'Start', 'Sell', 'Market', and 'Manage', and a right-side section with 'Pricing', 'Learn', 'Log in', and a green 'Sign up' button. The main content area features a large headline: 'Build an online business—no matter what business you're in'. Below this is a text input field for 'Enter your email address' and a green 'Sign up' button. A small disclaimer states: 'Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.' To the right, there's a section titled 'Fresh food delivered' with an image of a mesh bag of vegetables. Below this is a 'Pick your pack' section with three options: 'Hearty pack' (\$6.00), 'Fresh pack' (\$6.00), and 'Essentials pack' (\$2.00). Each pack is represented by a small image of its contents. On the far right, there's a vertical image of a woman in a kitchen looking at a laptop, with a 'Play video' button at the bottom.

II. Feature/Function Matrix:

	Freelancer Portfolios	Design Contests	Print Shop	Studio Design Tool (AI logo maker)	Mobile App	Live 24x7 Customer Support	Browse freelancers by category	Chat/Video Call Collaboration	Job Postings Board	Hire a designer (find the perfect designer for your project)	Stop designers works or applications that are free or require payment	Like and Comments	Push Notifications for jobs or message board alerts	Networking potential	Filter job postings	News Articles or blog posts	Allows you to upload projects	Community Board	Member Subscription	Premium Service Trial Version	Freelancer Application and Verification Process	
Designhill	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	1	1	0	0	0	
Upwork	1	1	0	0	1	1	1	1	0	1	0	0	1	1	1	1	1	1	0	0	0	
99designs	1	1	0	0	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	0	
Fiverr	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	
Guru	1	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	0	
AngelList	1	1	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	0	0	0	
LinkedIn	0	0	0	0	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	0	
We Work Remotely	1	0	0	0	0	1	0	1	1	0	1	1	1	1	1	1	1	1	1	0	0	
Dribbble	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	
Behance	1	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	
Freelancer	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	
Shopify	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	
PeoplePerHour	1	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Topical	1	1	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
SimplyHired	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	
Total	13	11	3	2	3	10	6	14	8	4	12	11	9	10	10	8	15	13	14	13	5	8
Percentage	87%	73%	20%	13%	20%	67%	40%	93%	53%	27%	80%	73%	60%	60%	67%	67%	53%	100%	87%	93%	87%	33%

4. USERS DEFINED

I. User Profiles & Stakeholders

A. User Profiles

1. Primary Users:

a) Young Adults/College Students/Graduates

- (1) Age range: 18-25
- (2) Education: elementary through college
- (3) Occupation: none, students, entry level, part-time, full-time, multiple jobs
- (4) Income: none to moderate
- (5) Technology Proficient: advanced, raised online with mobile and web devices
 - (a) Technology used: mobile, tablets, desktop, laptop

b) Companies/Job Recruiters

- (1) Age range: 30-50
- (2) Education: elementary through college graduate
- (3) Occupation: multiple branches; art/music companies, digital creative studios,
- (4) Income: middle to high
- (5) Technology Proficient: moderate to advanced, learned through use in education or current position of employment
 - (a) Technology used: mobile, tablet, desktop, laptop

2. Secondary Users:

a) Teens/High School Students

- (1) Age range: 15-17
- (2) Education: elementary through secondary
- (3) Occupation: none
- (4) Income: none to very low
- (5) Technology Proficient: advanced, raised online with mobile and web devices
 - (a) Technology used: mobile, tablets, desktop, laptop

b) Mid Adults/Adults

- (1) Age range: 26-35
- (2) Education: elementary through college, potential college graduate
- (3) Occupation: office worker/company worker looking for new position, laid off looking for work
- (4) Income: moderate to middle
- (5) Technology Proficient: moderate, learned through use in education or current position of employment
 - (a) Technology Used: mobile, tablet, desktop, laptop

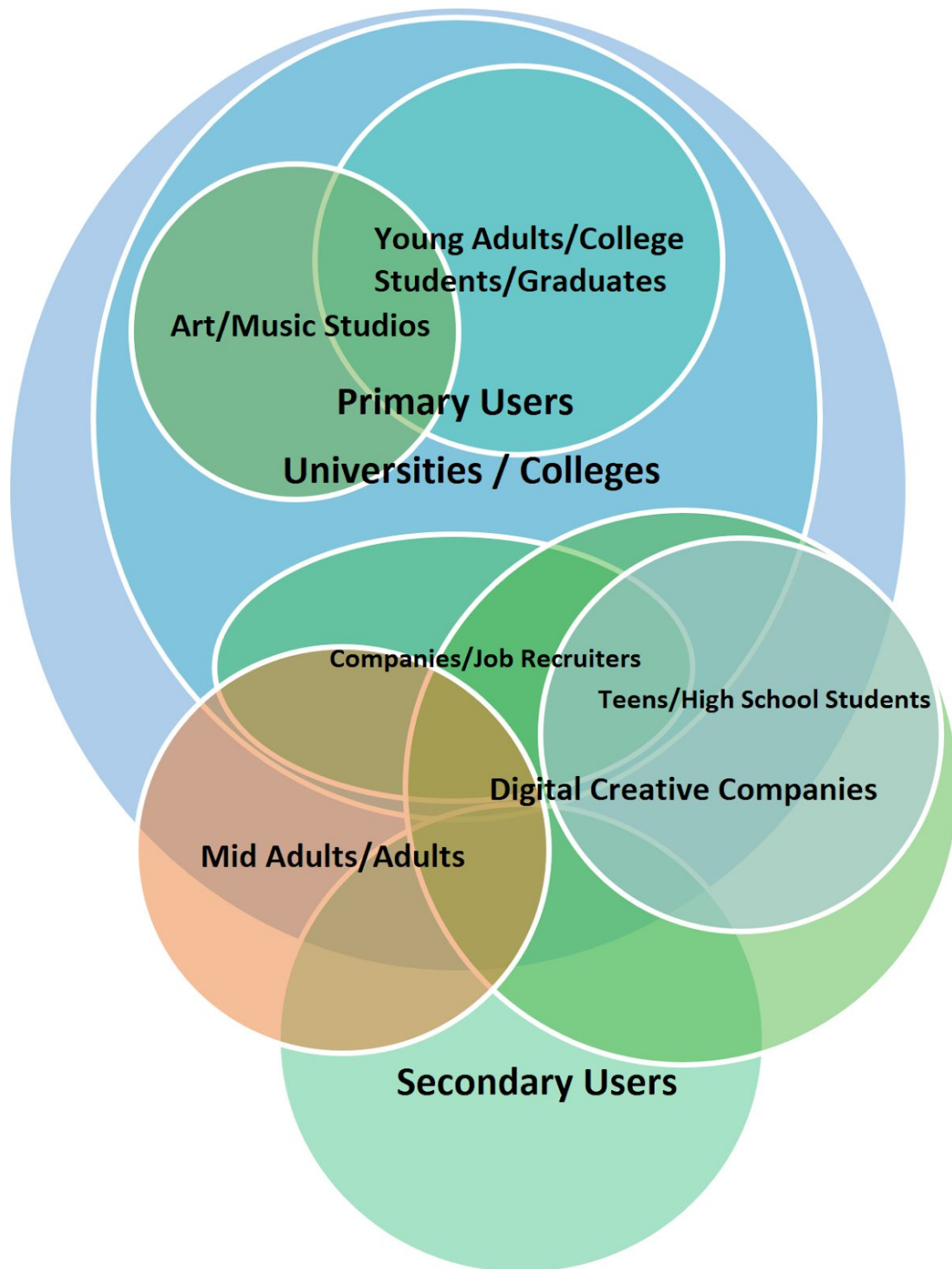
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B. Stakeholders

Key Stakeholders	Supportive (Yes / No)	Importance (H / M / L)	Goals, Motivations, Interests	Role on the Project
Universities / Colleges	Y	H	<ul style="list-style-type: none"> Motivated by a safer and easier way for creative students to make connections 	<ul style="list-style-type: none"> Advertise platform to students to gain a base of users
Digital Creative Companies	Y	H	<ul style="list-style-type: none"> Motivated by users using their platforms for their work 	<ul style="list-style-type: none"> To provide digital software to users
Art / Graphic Studios	Y	M	<ul style="list-style-type: none"> Interested in finding new graphic designers and artists to get projects done Motivated by being able to advertise their studio 	<ul style="list-style-type: none"> Tool for posting jobs for artists and graphic designers
Photo / Video Studios	Y	M	<ul style="list-style-type: none"> Interested in finding new photographers and videographers to get projects done Motivated by being able to advertise their studio 	<ul style="list-style-type: none"> Tool for posting jobs for photographers and videographers
Music / Audio Studios	Y	M	<ul style="list-style-type: none"> Interested in finding new musicians to get projects done Motivated by being able to advertise their studio 	<ul style="list-style-type: none"> Tool for posting jobs for musicians

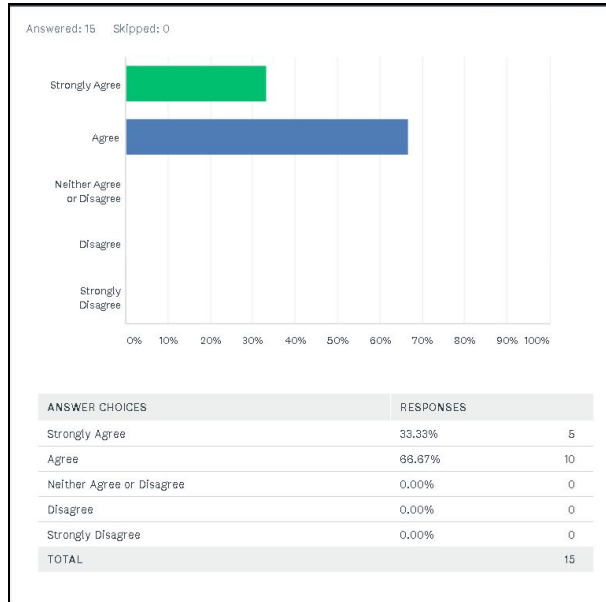
C. Venn Diagram



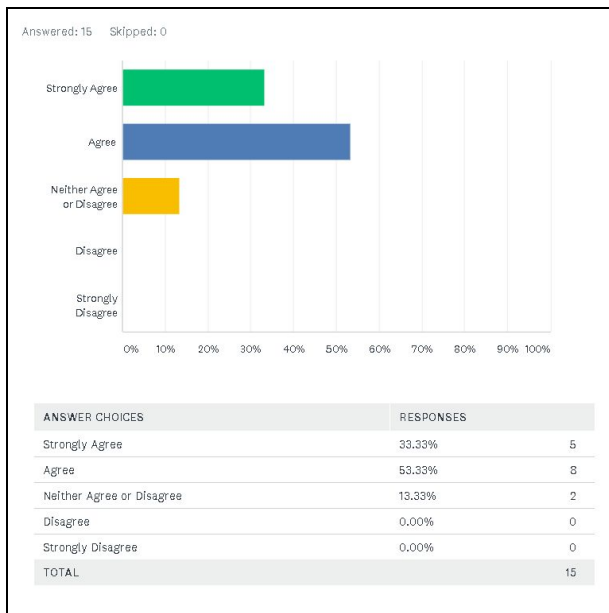
II. Interview/Survey Questions & Results

A. Primary User Survey Results

1. You find inclusivity of a website or application to many branches of creative or technological forms of work important?



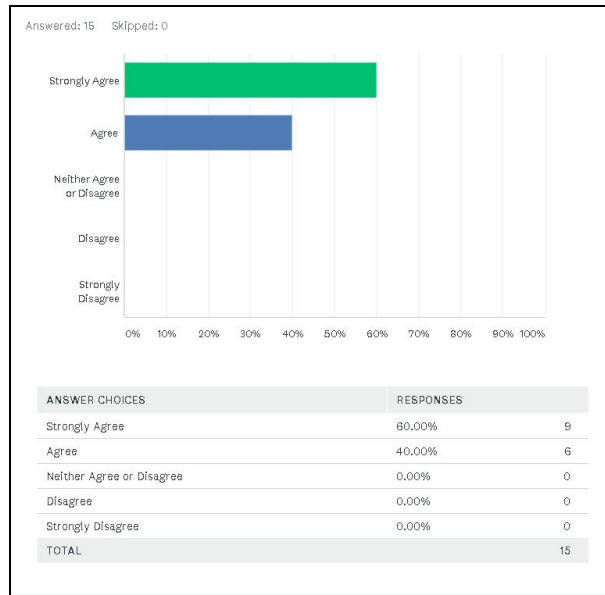
2. You enjoy being able to use one application to find work and connect with peers in your field?



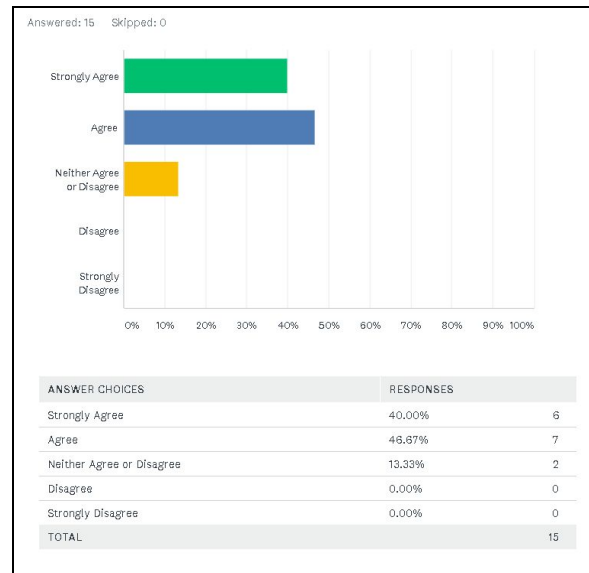
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3. You find it important to have the ability to upload projects/work into a website/application that allows freelance work?



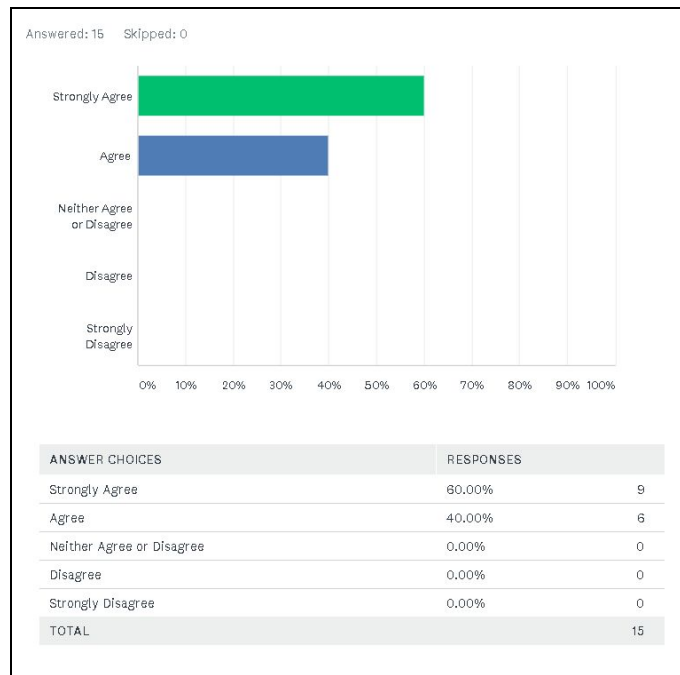
4. You find it important for companies to pay money to post jobs on a freelance site to avoid potential scams?



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5. You find it important to receive feedback from your peers on your personal projects?



B. Primary User Interview (Open-Ended Questions)

1. How do you digitally showcase your portfolio for public viewing? (ex: personal website/a separate social media account dedicated to your art/work)

1	Personal Website and Instagram
2	Website. Instagram. Facebook.
3	Separate Social Media Accounts / Digital Photo Galleries
4	I showcase my portfolio through Instagram (by posting my creative work on my profile and story) and Carbon Made.
5	I use a separate social media account (instagram) to showcase my work.
6	I showcase through a personal website and multiple separate social media accounts.
7	Personal Website and Instagram
8	Personal Websites and social media (Instagram)

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2. What are the difficulties/restrictions you encounter online when looking for work/projects to do?

1	Companies may not understand how design projects operate and can have unrealistic expectations.
2	Slow internet. Potential clients not knowing & understanding market pricing for certain services.
3	Competition / Lower Pricing / Feasibility due to location
4	Sometimes the method of contact may be difficult. Some messages go to spam and the person you want to contact may not read it at all or read it at a later date.
5	Determining when the work is authentic. There are many scams out there and it is difficult sometimes to figure out whether a client is authentic.
6	It is difficult to find a website dedicated for artists seeking freelance work in different mediums. It is either the work has to come to you or you'll spend a lot of time searching for work.
7	Being bombarded by unrelated items
8	Competition is definitely a challenge especially in freelance websites like 99designs or fiver.

3. What features do you look for in social networking sites/apps?

1	Easy to navigate user interface and modern clean design.
2	Easy user ability. Fast speeds on uploading/downloading/sending to clients.
3	Friendly UI / Security & Privacy Options / Accepted Media Formats & Sizes / Customization Features
4	-Easy access to connect/communicate with other people, such as direct messaging. -Stats Performance: To see how well your profile or work/post has reached other users/potential clients by "likes", "shares", and followers.
5	I mostly look for features that interact with an audience expresses my creativity. Some of these features include sharing pictures or posts, giving feedback, having comments, direct messaging, playing games, and a profile that I can customize.
6	I believe the best features are something similar to a networking site like LinkedIn is best, but I wish there was more of a personalization feature, where you can craft your page to the way you like, while still maintaining the same look throughout every profile. I also wish there was something that is used to track data from your page.
7	Customize-able or Modular designs.
8	Friendly user interface that helps improve workflow such as posting on several social media sites at once (Instagram/Facebook) and understanding algorithms

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4. What kind of information do you like to know about a person before working with them on a project?

1	What projects they have previously worked on and what programs they are familiar with.
2	What company they work for or what their company is about. And If they are passionate.
3	Previous Work / Expectations from Project / Personal experience working with them with someone who worked with them previously
4	<ul style="list-style-type: none"> -What creative input or style technique they use/prefer -What is the goal/objective of the project? -The best mode of communication; what's preferred when contacting them. -How well they take feedback. -How well they could adjust to changes.
5	Other than authenticity, I also want to know a bit of their values. There are some values that I do not want to be associated with especially if a client wants something about a controversial political view.
6	Past experience, Pricing Breakdown, Portfolio, Brief background of the artist (Where they are from, etc.), How long it takes them to do specific types of projects, Availability.
7	Work ethic and creativity
8	I like to know about their company, what they believe in and the value that my work can bring to their company

5. How do you go about finding help/resources to complete a task for a project?

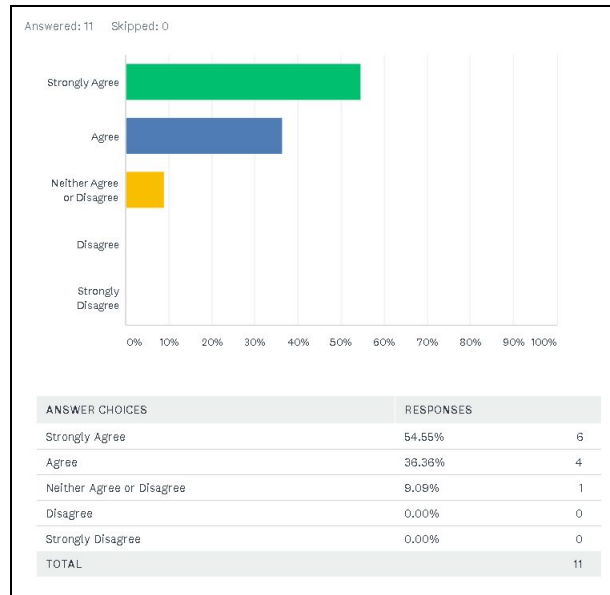
1	Internet
2	Friends and networking through specific groups.
3	Networking with past partners or clients / Budget-friendly alternatives from the Internet / Using school resources
4	<ul style="list-style-type: none"> -Research on Google. -Look for other creative/business accounts on Instagram that post useful resources/tips. -Seek advice from fellow creatives you know.
5	I usually just look them up online or watch tutorials on areas that I need help on.
6	I usually go on Instagram, Shutterstock/Stock Photos, Google/Google Images, DaFont, Pinterest, Youtube.
7	Searching on google for multiple resources and compiling them to find a common point and from people who are more informed about that field.
8	I've discovered a variety of resources that I use daily when working on designs and layouts, such as vector websites, stock image sites, etc.

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C. Stakeholder Survey

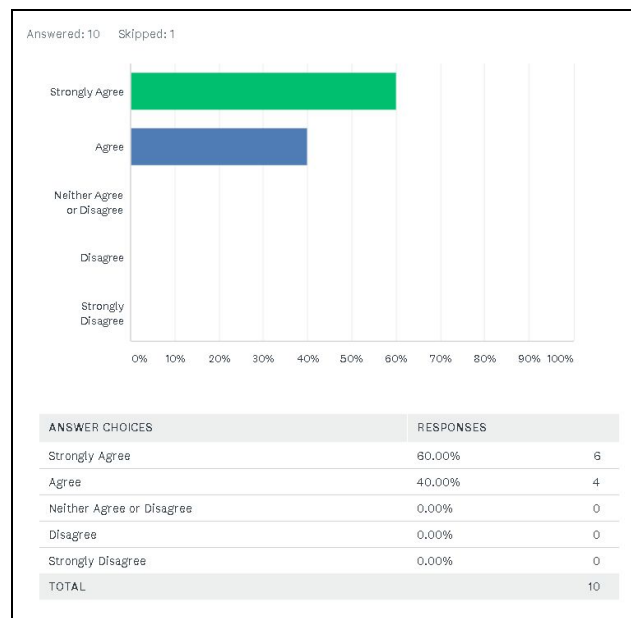
1. You are passionate about providing equal opportunity for creatives of diverse backgrounds a platform for advertising their freelance services.



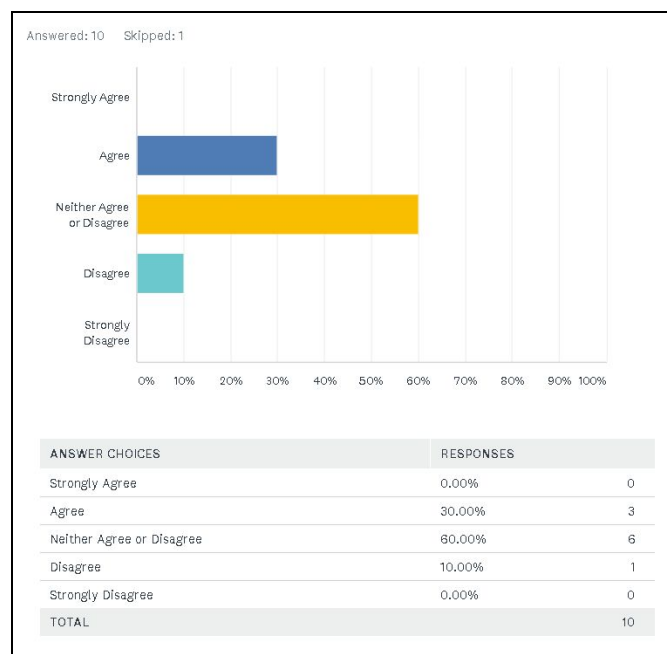
2. You find it important for freelancers to communicate with each other.



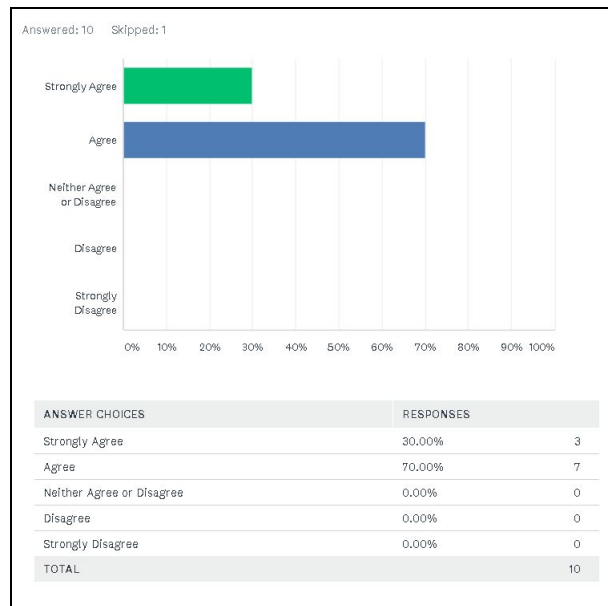
3. Employees and creatives care about the other's personality.



4. Current freelancing sites make the hiring process easy and intuitive for employers.



5. You believe in the privacy control of both employers and creatives.



D. Stakeholder Interview (Open-Ended Questions)

1. In what ways will a networking platform for creative freelancers benefit your company/institution?
2. What do you think are the major obstacles to the success of this project?
3. What can you provide to help lead this project to a successful outcome?
4. What is the most critical goal you want to achieve with this project?
5. How will you monitor or measure the success of this project?

III. User Goals, Tasks, and Activity

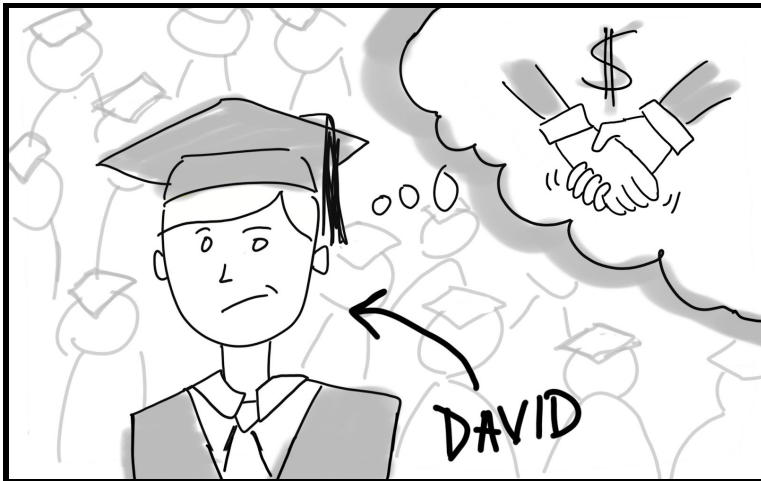
User	Goals	Tasks	Activities
Young AdultsCollege Students/Graduates	Find jobs before or after graduation and network and communicate with other peers	Find a clean user interface that is easy to digest and filter through	Make multiple prototypes of the interface and have votes on what is the preferred
Companies/Job Recruiters	Find new workers for their projects from a talented pool of creative individuals	Find out what they look for in an employees	Research online what big corporations look for in future hires
Teens/High School Students	See work from different artists to find inspiration for a future career path	Act as an project board that provides users' works to be displayed to other users	Research different layouts and find one that works
Mid Adults/Adults	Network with their peers in similar fields or find a new place of business	Find out how they want to communicate with others	Ask questions about communication methods and what they prefer the most

5. TASK ANALYSES

I. Use Case Storyboard:

GOALS: "to easily find freelancing jobs online and network with other freelancers"

1. Build a portfolio
2. Search for job postings
3. Get in contact with other freelancers



David just graduated with a degree in Web Design and is worried about finding a job as soon as possible. He has the knowledge and skills to do the job, but has limited experience. He's hoping to find some work to do so that he could add more credentials to his resume before trying to land a job at a big company.



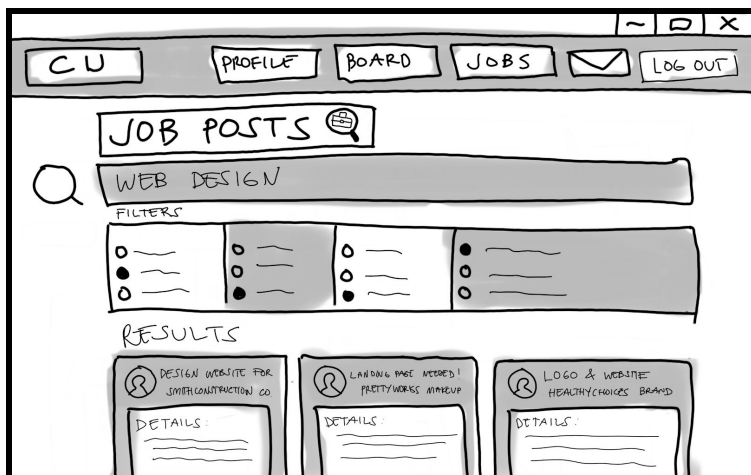
David decides to go on CreativesUnite.com to start looking for some work as a freelancer. He easily signs up after filling out some information.

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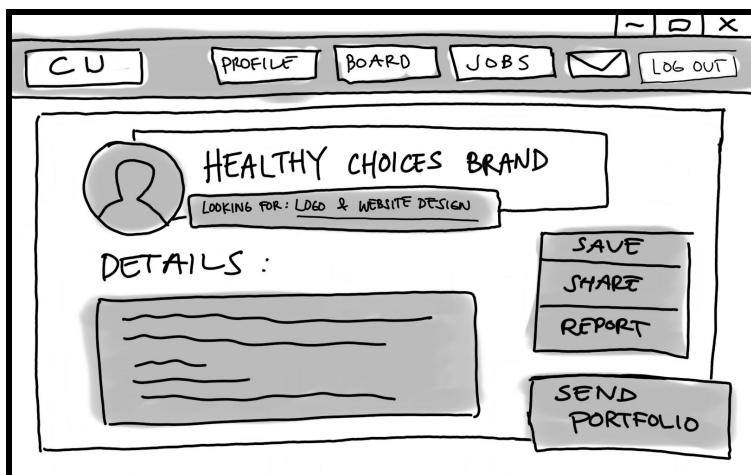
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David customizes his profile to act as a digital portfolio. He includes information about himself, his skill set, and links to his other social networking accounts. Most importantly, David uploads all the projects he has completed to showcase his skills as a web designer.



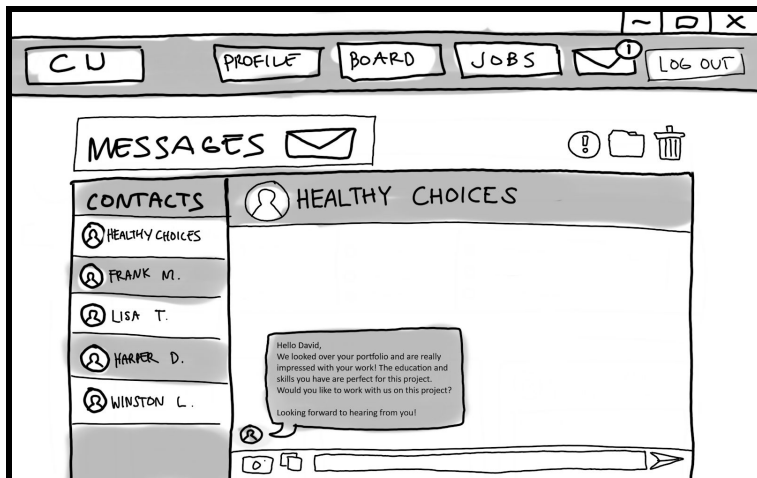
David then uses the search feature to look for jobs that are being offered from companies and even other users. He indicates specific details such as location or scope of project to filter through the many posts. The system narrows down the most relevant posts so that David can easily find the type of job he wants to do and is qualified for.



By clicking on the post, David is able to see more information about the job poster and specific details about what they are looking for. He thinks that this could be a job that he can do, so he sends in his portfolio as his application since all of his information is already there.

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The next day, David receives a message from the company of a job post that he applied for. Since they were impressed with David's portfolio, they offer him the job. David can instantly accept that offer and continue to communicate with that company by using the messaging feature of the website.



However, the job is asking for both a logo and website design, but David isn't very confident with his logo designing skills. He then decides to make a post in the community board to see if he can connect with any graphic designers in his area. Another user (Lisa) sees his post and replies to it. After checking out Lisa's portfolio, David shares the job post with her and the two agree to work on the project together.



David now has a job and is doing well. His collaboration with Lisa allows them to fulfill the expectations of the company that hired them. They both can add this project to their portfolios and can even reference each other in future jobs they take on from the CreativesUnite website.

II. Task Analysis using *Think Aloud Protocol*:

- Assessed product: *LinkedIn - Website*
- Think Aloud Protocol Video: <https://youtu.be/U-pHXLL9K0Q>

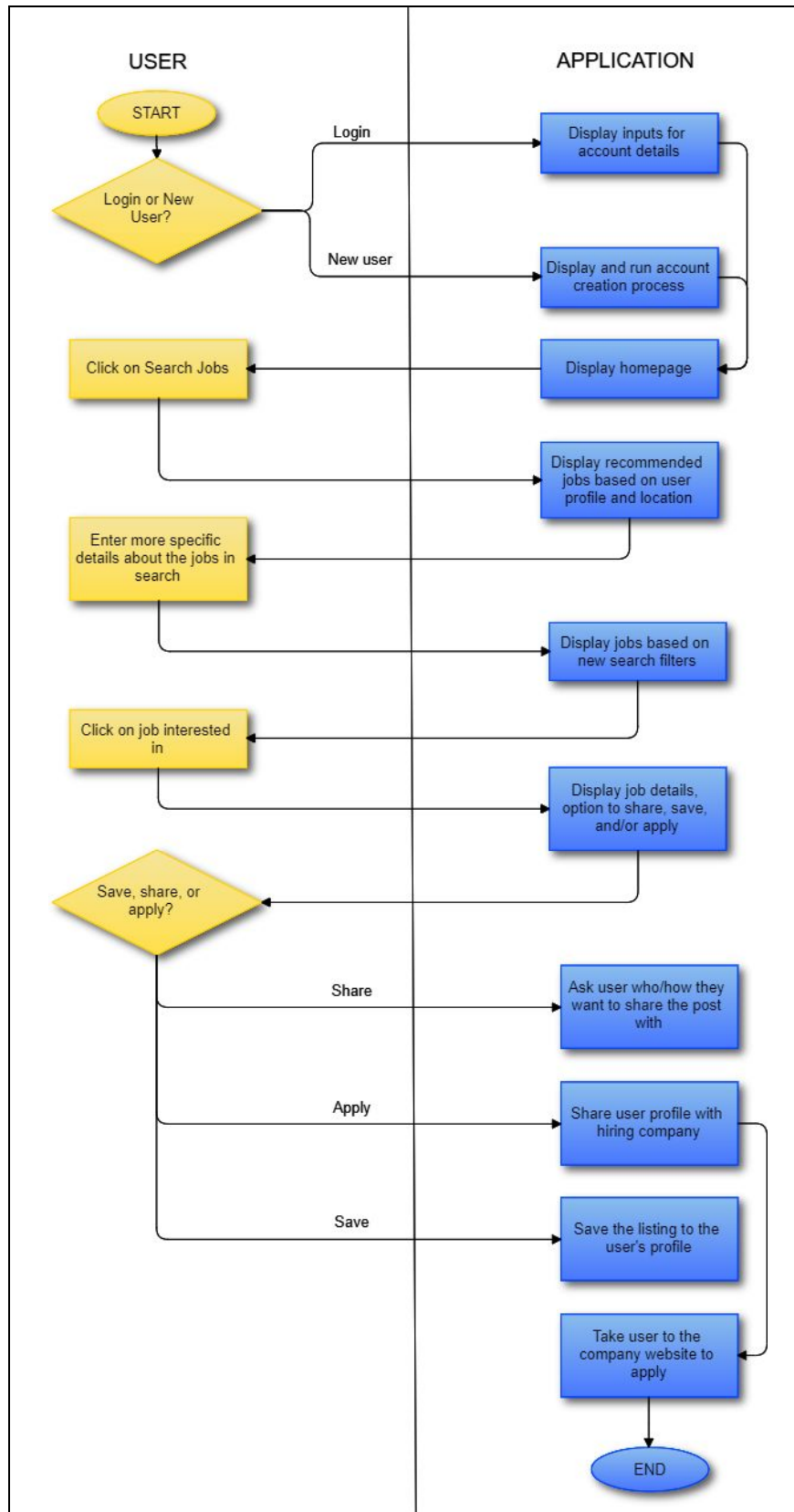
Goal : “user wants to apply for jobs and establish a network”

1. Load up desktop app (1:00)
 - 1.1. Find job based off search (3:50)
 - 1.1.1. Search through jobs (4:42)
 - 1.1.2. Click to apply to first application (5:09)
 - 1.1.2.1. Taken to external job application (5:11)
 - 1.1.2.2. External application made user scroll through their job board a second time to find the same application. (5:16)
(user experiences confusion to where external application took them too (5:36 - 6:20))
 - 1.1.3. Click to apply for second application (6:23)
 - 1.1.3.1. Taken to external job application (6:26)
 - 1.1.3.2. The external application is for correct application previous clicked on. (6:30)
 - 1.2. Build network (7:26)
 - 1.2.1. User clicks on recommended tooltips and is taken to a connections box that allows the user to scroll through suggested connections (7:33)
(no search function causes confusion for user 7:35 - 8:11)
 - 1.2.2. Manually search for users (8:13)
 - 1.2.3. Add the searched user to connections list (9:00)
 - 1.2.3.1. Allows user to send custom message (9:06)
 - 1.2.3.2. Send custom message (9:19)
2. Exit website - Click x button to exit browser (done camera off) (11:41)

Error count : 2

Error time : 80 seconds

III. Interaction Analysis:



VI. Evaluate Design:

How can you improve upon the UX design?

Based off the assessed product that was presented in the video, LinkedIn, the improvements for the UX Design that could be incorporated into the final design of our product are as follows :

- Incorporating Google and Facebook logins can allow for an easy sign in process.
- The account set up process for LinkedIn included panning to multiple pages to complete the sign up. Incorporating this strategy of eliminating account errors and details can help make filling out information less of a frustrating task to deal with.
- When a new user signs on to their dashboard, suggestions and tooltips are provided to guide the user through the basic functionalities of the site. Creating an informal introduction to the site's features, with the added ability to skip through them, will allow for a less overwhelming impression made upon entry to the site.
- Though the job seeking dashboard may initially come off as overwhelming, making it the first screen a user interacts with can be important in getting them accustomed to the page they may end up using most often. Dedicating more whitespace and less component crowding to the layout can help lessen the overwhelm.
- Providing relevant data to the current user based on the information they have filled out and giving the user relevant details such as those they can connect with instantly will create a more intimate experience between the user and the site. This can be done by gathering a minimum amount of information from the user's profile to begin suggesting new connections to make.
- Keeping users updated about the progress needed to complete their profile can help create more accurate and relevant results for searches.
- For jobs that require external links to the specific corporation's site, have the link go to the specific job that was requested instead of their whole job board to eliminate the need to search twice for the same job.
- Add a search function to the suggested connections pop up screen to allow users to search for specific people in their network, instead of scrolling forever through a list of basically unknown people in the hopes to find someone you do know.
- For the suggested connections search function, allow for users to filter the options to give them the ability to find peers through similar majors, schools, or past job employments to allow for further connection building between users.
- Adding a feature for post sharing and reposting can allow for more engagement on the site. It will also help to build the community aspect of CreativesUnite and hold true the ideas that contribute to a community of creatives interacting with one another.

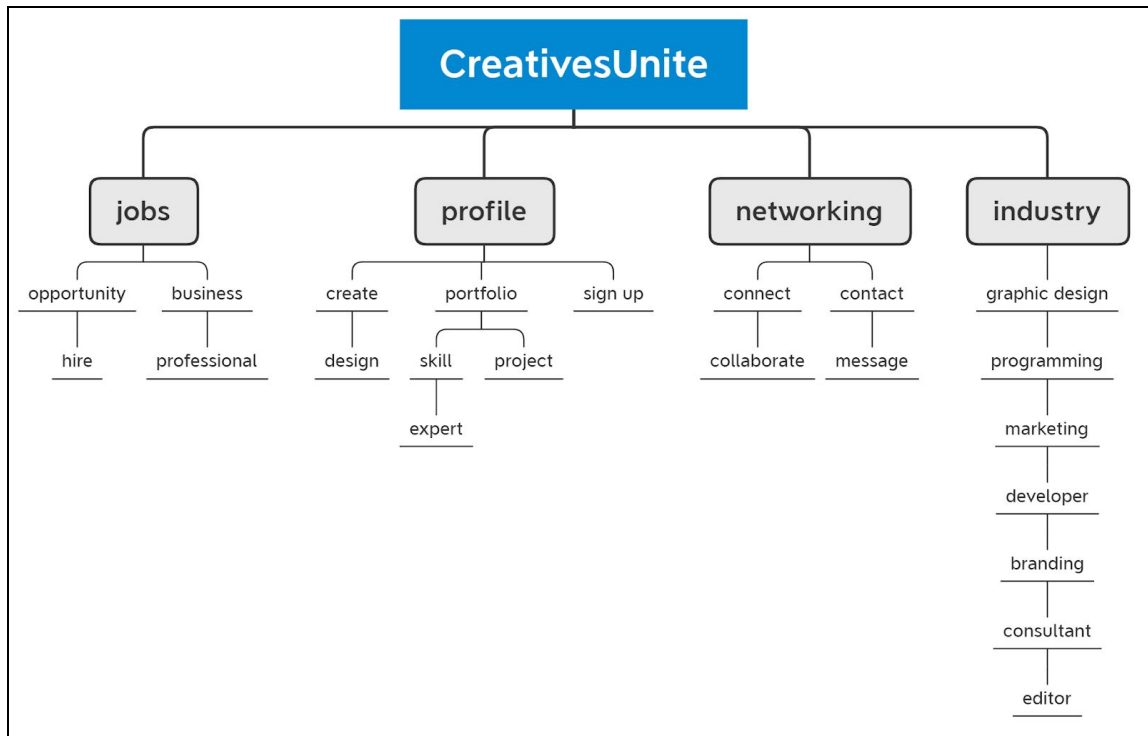
6. INFORMATION ARCHITECTURE

I. Data Dictionary

- *Branding* - the promoting of a product or service by identifying it with a particular brand
- *Business* - a usually commercial or mercantile activity engaged in as a means of livelihood
- *Collaborate* - to work jointly with others or together especially in an intellectual endeavor
- *Connect* - to have or establish a rapport
- *Consultant* - one who gives professional advice or services
- *Contact* - an establishing of communication with someone or an observing or receiving of a significant signal from a person or object
- *Create* - to produce through imaginative skill
- *Design* - to create, fashion, execute, or construct according to plan
- *Developer* - a person or company that develops computer software
- *Editor* - someone who edits especially as an occupation
- *Expert* - one with the special skill or knowledge representing mastery of a particular subject
- *Graphic Design* - the art or profession of using design elements (such as typography and images) to convey information or create an effect
- *Hire* - payment for labor or personal services
- *Industry* - a distinct group of productive or profit-making enterprises
- *Jobs* - a specific duty, role, or function
- *Marketing* - the process or technique of promoting, selling, and distributing a product or service
- *Message* - a communication in writing, in speech, or by signals
- *Networking* - the exchange of information or services among individuals, groups, or institutions
- *Opportunity* - a good chance for advancement or progress
- *Portfolio* - a selection of work (such as papers and tests) compiled over a period of time and used for assessing performance or progress
- *Professional* - exhibiting a courteous, conscientious, and generally businesslike manner in the workplace
- *Profile* - a representation of something in outline
- *Programming* - the process of preparing an instructional program for a device (such as a computer)
- *Project* - a specific plan or design
- *Sign Up* - to sign one's name (as to a contract) in order to obtain, do, or join something
- *Skill* - a learned power of doing something competently : a developed aptitude or ability

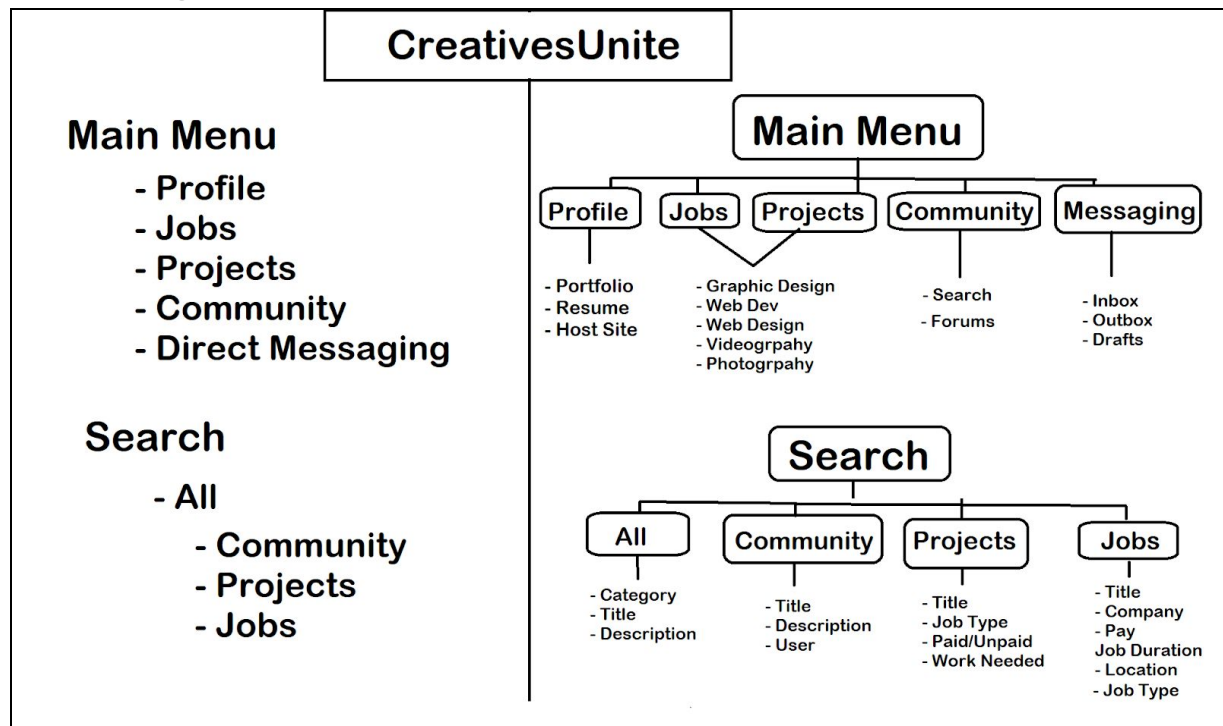
<https://www.merriam-webster.com/dictionary/portfolio>

II. Information Architecture



7. NAVIGATION & SEARCH

I. Navigation



II. Sort, Search Retrieval Results

Search Bar Categories:

All – Searches the entire application for keywords or users

Community – Searches the community posts for keywords and users

Projects – Searches project posting page applying filters first then for keywords entered

- Paid/Not Paid
- Type of Project
 - All
 - Graphic Design
 - Web Development
 - Web Design
 - Videography
 - Photography
- Group project/Individual project

Jobs – Searches job posting page applying filters first then for keywords entered

- How much job pays
- Type of project
 - All
 - Graphic Design
 - Web Development
 - Web Design
 - Videography
 - Photography
- Length of job (Part-time/Full-time/One project hire, etc.)
- Location of company

Displayed Results:

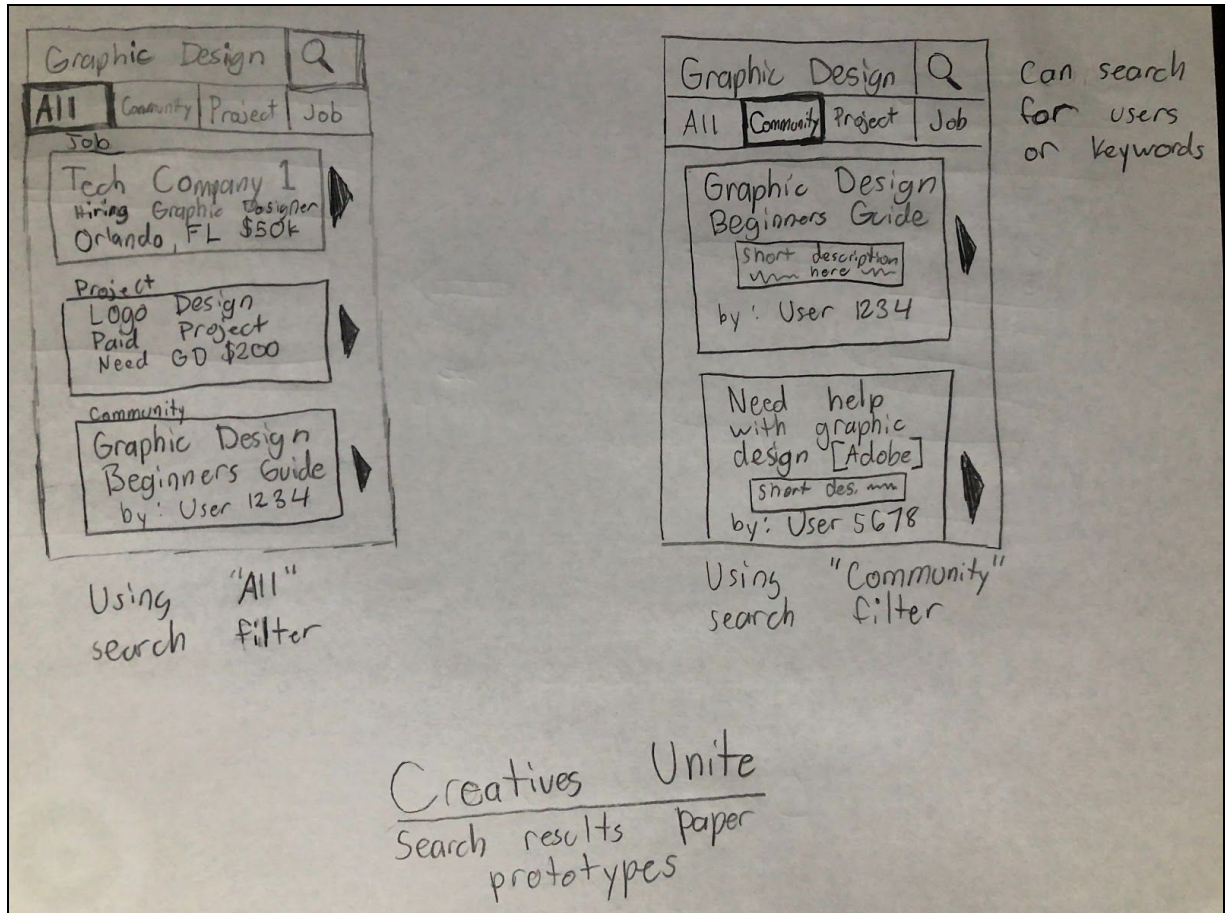
- **All** – Results shown will be simplified including only important information like category, title, and a short description
- **Community** – Results shown will include title of post, beginning portion of the body, and user that posted
- **Projects** – Results shown will include title, who/what is needed, paid/unpaid, and group/individual work
- **Jobs** – Results shown will include title, company, pay, length of job, location of company, and who/what is needed

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III. Sort, Search, Retrieval Results - Paper Prototypes

Paper prototypes of what the search page will look like including 4 main categories the user can search through including: All, Community, Projects, Jobs

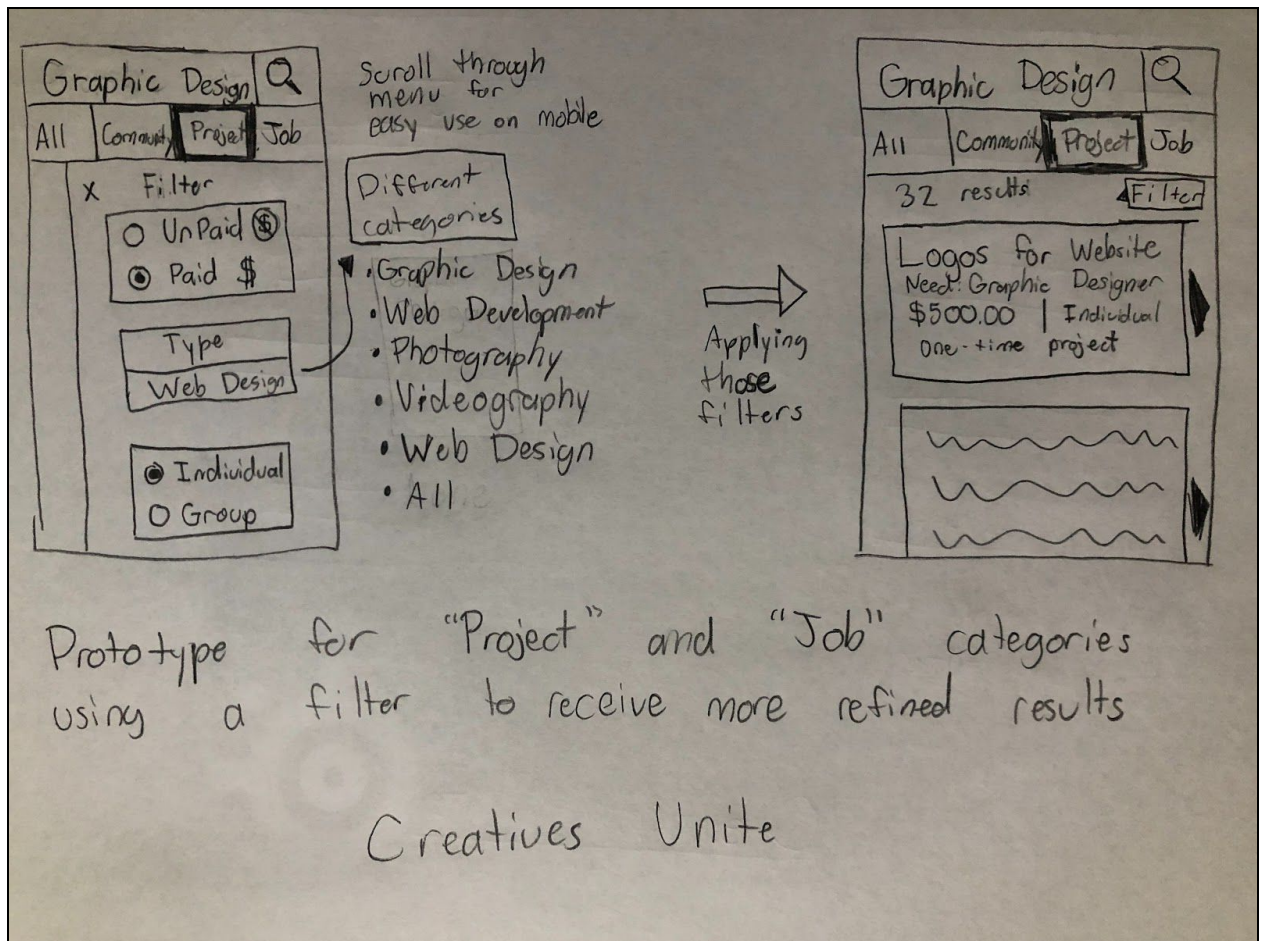


(Left) The "All" category displaying results across all the 4 categories based on what is entered in the search bar.

(Right) The "Community" category displaying results only from the community page, will show more information on the displayed results because it is specifically showing community posts

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This will be the layout for the search categories "Projects" and "Jobs", to allow users to find exactly what they are looking for there will be more filters that can be applied to the search in addition to what the user types in. This will help narrow the search down without the user getting overwhelmed by too many filters.

(Left) The filter categories pop-up prototype, the filters screen will pop-up over the current screen to display the filters.

(Right) This is the prototype for the "Projects" and "Jobs" search results display screens.

IV. User Feedback for Search, Sort, and Retrieval Results

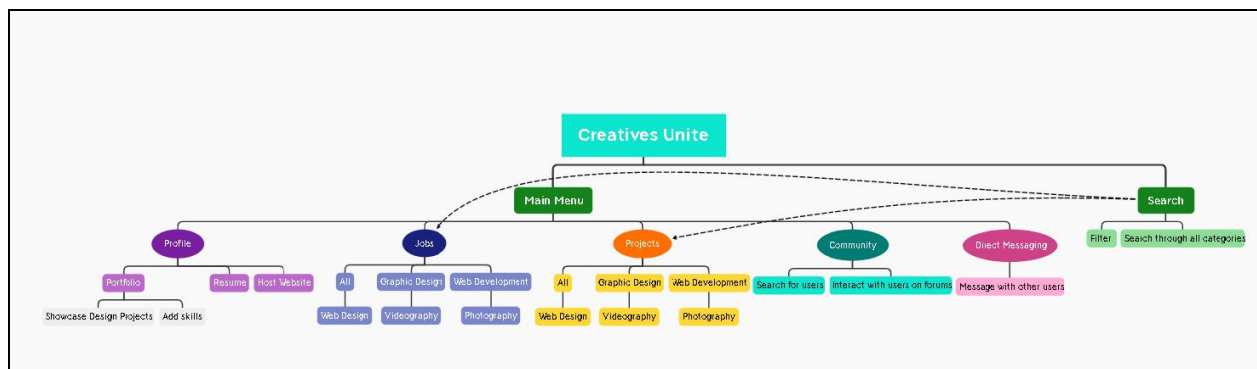
Pros:

- Familiar layout, user skills from previously used programs and applications can transfer over
- Simple and not overcrowded
- 4 main categories are at the top and visually shows you what you have selected

Cons:

- Consider adding advanced filters
- Would be useful to have a way to sort results for each of the categories (most popular, time, relevance, location distance, etc.)

VI. Site Map



V. User Centered Design Evaluation

- + Usability
- + Simplicity
- + Ease of search function
- + Category organization for ease use
- Not enough filter options
- No sort by relevance feature

8. TECHNOLOGY TARGET

I. HARDWARE REQUIREMENTS

Windows :

- Windows 8, 10, 64 bits. CPU quad-core, hex-core, Intel i7/ Intel i9/ Threadripper / Xenon. 4GB RAM, 2 GB of free space.

Mac :

- MacOS 10.13 and up, CPU 1.83 GHz, 4 GB RAM, 2 GB of free space.

II. OS REQUIREMENTS

Desktop :

- Windows version 8.0 and up
- MacOS 10.13 and up

Supported Internet Browsers :

- Microsoft Edge
- Firefox
- Chrome
- Safari
- Opera

Each time the browser version is released we begin to support that version along with the last two supported versions. However, with old versions you may experience some site failures with certain options because it will be optimized for the newest browser version.

Mobile:

Android :

- Android 8.0 and up

Apple :

- iOS 11.0 and up

Tablet :

Android :

- Android 8.0 and up and lollipop 5.0 and up

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Apple :

- iOS 11.0 and up

Windows :

- Windows 8 and up

III. SOFTWARE REQUIREMENTS

Desktop :

- Windows 8 and up, 64 bit, 4 GB RAM, 256 GB - 1 TB internal storage, 1600 x 900 resolution, audio and video hardware.

Mac :

- MacOS 10.13 and up, 64 bit, 4 GB RAM, 256 GB - 1 TB internal storage, 1280 x 768 resolution, audio and video software.

Mobile/Tablet :

- Standard mobile and tablet requirements for Android, Apple, and Windows devices.

IV. NETWORK REQUIREMENTS

Online :

- 10 mbps/second download speed / 3mbps upload speed

Offline :

- Time varies depending on network service and standard data rates apply.

V. SECURITY REQUIREMENTS

We maintain an extensive security program with the goal to help maintain the confidentiality, integrity and availability of information, intellectual property, and systems of our users, members, guests, employees and business partners while meeting industry standards. While we maintain these security protocols, it is also the responsibility of the users to use valid judgement when placing their personal information online and make sound decisions when giving out personal information to others who may have malicious intentions.

VI. ECONOMIC/PAYMENT REQUIREMENTS

Our platform is free to use but we do have a domain hosting subscription of \$5 a month, which can be canceled whenever the user chooses to do so.

VII. What constraints and opportunities can that digital product /delivery channel realize or cost?

Opportunities that digital delivery can bring is during these times where most interactions are being done online is our application can still be relevant, despite the restrictions of in-person meetings. We will be able to market our application completely digitally and users will be able to have access to all our services if they have access to a computer, laptop, tablet, or mobile device. Constraints would include development costs and upkeep as developing a mobile application is not cheap, and our delivery would fully rely on the development to be complete and finalized before we open our application to the public.

VIII. Can your market pay the price of that service?

The application will be free to use but will have a monthly subscription if the user chooses to host their domain on it. Since everyone on the platform would not be paying it would not be enough to cover the entire service fee, so some money would have to come from sponsors and supporting businesses utilizing the application.

IX. Can you cover your development and operational costs? (iTunes or Google Play? Steam? Amazon?)

The total development and operational costs include the amount to distribute our website across all platforms for users to access on both computers and mobile. The typical price to launch a website like ours is upwards of \$2,000 - \$9,000, in addition to necessary maintenance costs thereafter. These maintenance costs can range anywhere from \$400 - \$1,200. If we were developing a mobile application for the site as well we would consider additional costs such as the developer fee of both Google Play store (\$25) and the Apple store (\$99), however, we have no plans to target this audience currently. We will cover our total development and operational costs by proper backing from our sponsors and subscription-based revenue of our service.

X. What design choices do you have as a result of the hardware constraints?

As a platform that is geared towards users looking for jobs anywhere they're located, we want our website to be accessible on all devices. This means making sure that our website is optimized for mobile viewing. A smaller screen limits the amount of content seen on a single page, so our mobile design will highlight certain features such as the search and save functions. These features will still be available on desktop views, but for our mobile design, we would want these features to be the focus since it will significantly decrease the time it takes to scroll through thousands of posts compared to when viewing the website on a desktop.

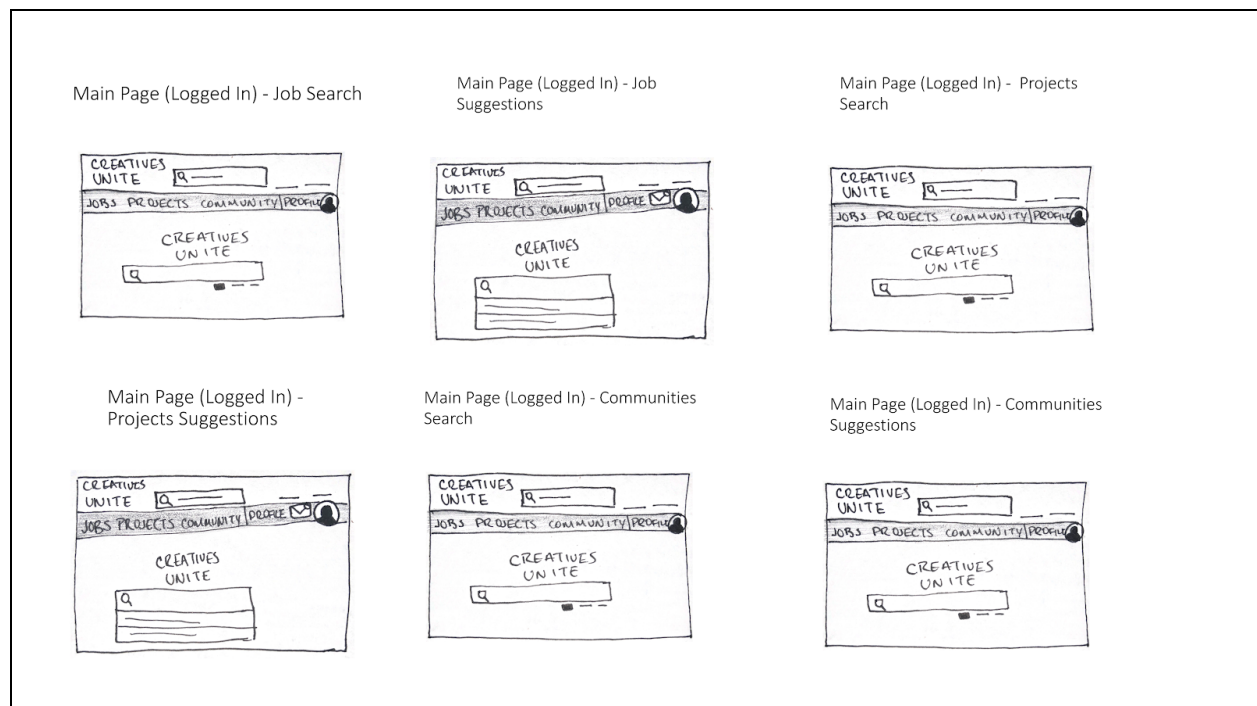
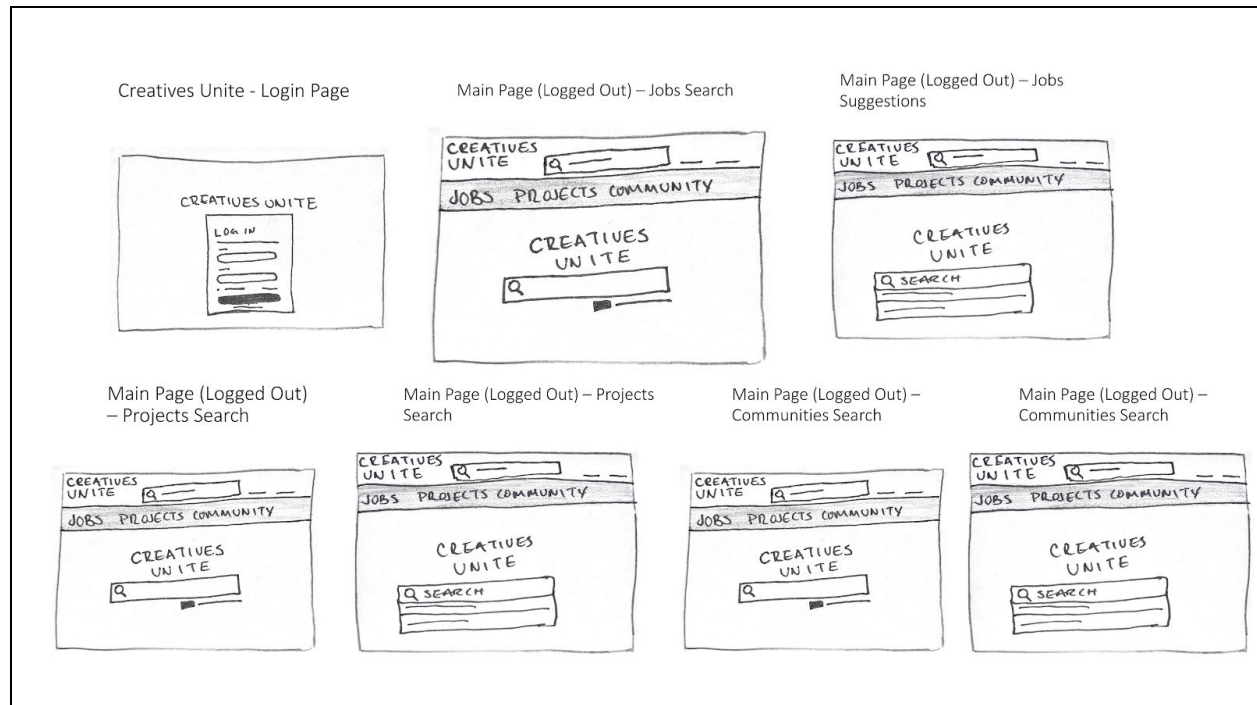
XI. What do these constraints/opportunities allow/prevent in the design?

The importance of accessibility allows us to make sure that our search feature efficiently works first and foremost. The ability to easily search and find job posts/users is one of the main points of our platform, so once we get that feature set, any concern in terms of the design will just be the difference between the amount of content shown in our mobile design compared to our tablet and desktop designs. Of course, designing mobile first will allow us to keep our website's interface simple and clean so when it comes to designing the desktop version, there wouldn't be any unnecessary clutter. Content will just be spaced out, more posts can be shown on one page, text and images sizes will be increased, etc.

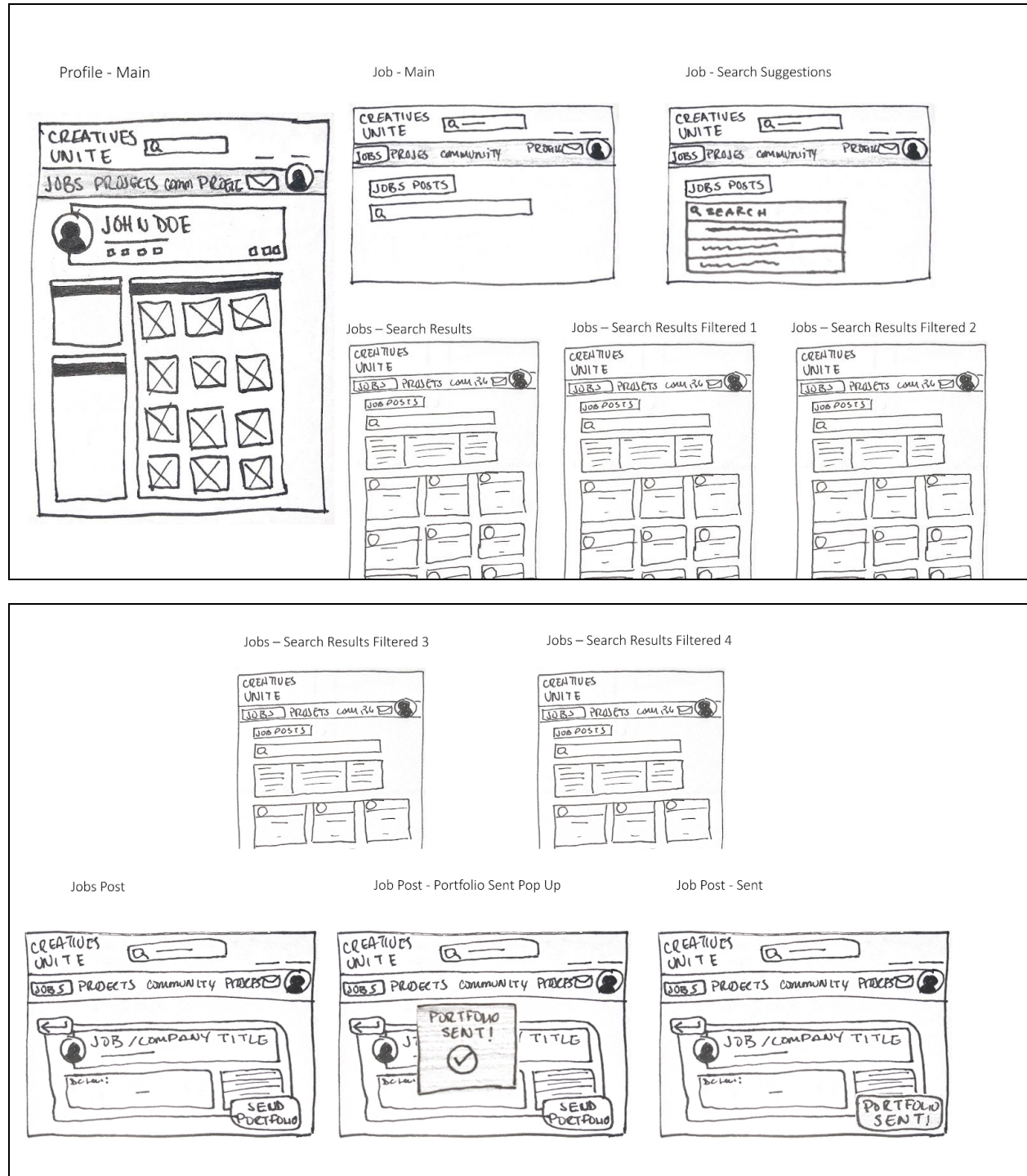
XII. Set quantifiable goals and outcomes that can be measured as success or failure.

The quantifiable goals we can set for our platform will consist of allocating at least 500 creators and organizations for our site with full profile details within the first half of the year following our launch. Additionally, we intend on having the creative users make at least 50 connections within the first year of their usage, and apply to at most 10 different job postings in that time. Another quantifiable goal for Creatives Unite is to double our active user allocation by the end of the year through user surveys and other opportunities for feedback to help us focus on any pain points found after launch.

9. UCD PROTOTYPING & DESIGN (LOW-FIDELITY)

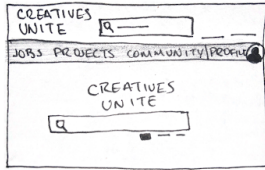


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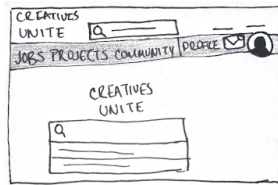


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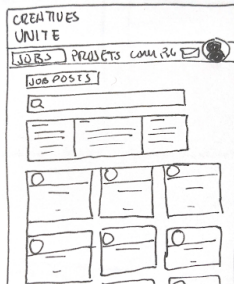
Projects - Main



Projects - Search Suggestions



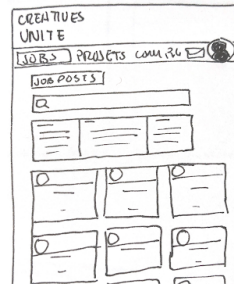
Projects - Search Results



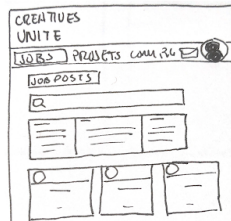
Jobs - Search Results Filtered 1 - 1



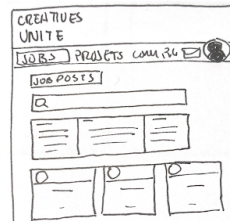
Jobs - Search Results Filtered 2 - 1



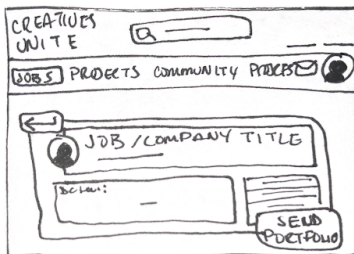
Jobs - Search Results Filtered 3 - 1



Jobs - Search Results Filtered 4 - 1



Project Post



Project Post - Request Sent Pop Up



Project Post - Sent



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Community - Main



Community - Search Communities



Community - Search Posts



Community - Main



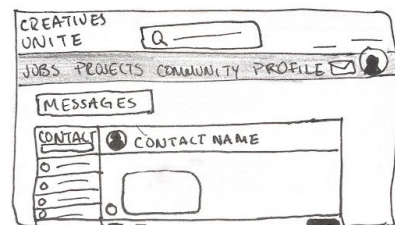
Community - Search Communities



Community - Search Posts



Messages - Main



10. UCD PROTOTYPING & DESIGN

(MID-FIDELITY)

I. Creatives Unite – Prototype Version 1 (Mid-Range Fidelity)

Link to Adobe XD User Testing View:

<https://xd.adobe.com/view/422f96d8-498d-4f4f-8c69-851ee578e1c3-177c/?fullscreen>

II. Task Analysis using Think Aloud Protocol

Link to Task Analysis Video: <https://www.youtube.com/watch?v=vPCEg5MpPyY&feature=youtu.be>

1. Login to application

- a. Click “Log In” button in top right (0:07)
- b. Enter info in fields and click “Log in” (0:10)

2. Apply for job

- a. Apply for job (0:17)
 - i. Click on “Jobs” tab (0:19)
 - ii. Click on suggested job listings (0:24)
 - iii. Filter results with selected parameters (0:29 – 0:40)
 - iv. New results are shown (0:41)
 - v. Click on a filtered job result (0:44)
 - vi. Send the company portfolio (0:50)

3. Sign up for a project

- a. Sign up for a project (1:50)
 - i. Click on “Projects” tab (1:54)
 - ii. Click on suggested projects listings (1:57)
 - iii. Filter results with selected parameters (2:05 – 2:12)

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- iv. Click on a filtered project result (2:15)
- v. Send request to the project listing user (2:19)

4. Log out of application (3:05)

Error count: 0

Error time: 0:00

III. Feedback on Mid-Fidelity Prototype

- A. After applying for a job and sending the user's portfolio, it would be easier for the confirmation screen to have a button to take you back to the home screen or back to the results page.
- B. Same as applying for a job, when applying for a project have buttons to give the user options to go back to the home page or back to the results.

IV. Improvements on Design

- A. After applying for a job and sending the user's portfolio, it would be easier for the confirmation screen to have a button to take you back to the home screen or back to the results page.
- B. Same as applying for a job, when applying for a project have buttons to give the user options to go back to the home page or back to the results

V. Creatives Unite – Prototype Version 2 (Mid-Range Fidelity)

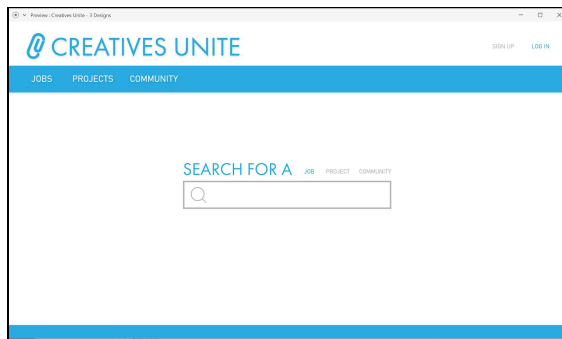
Link to Adobe XD User Testing View:

<https://xd.adobe.com/view/e5f64015-414b-4054-9ebc-78f07eff81a8-b0a5/?fullscreen>

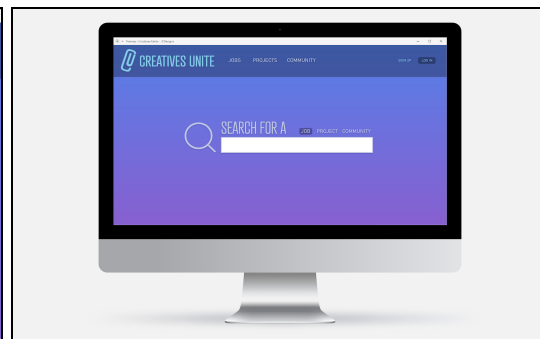
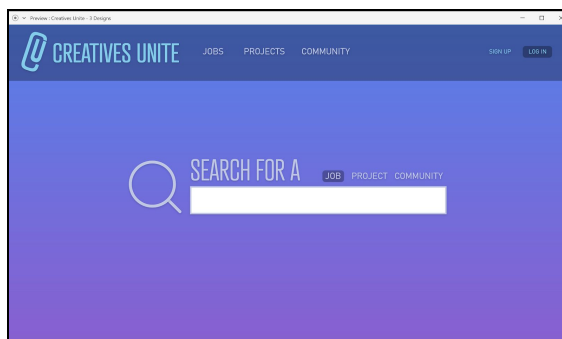
11. UCD PROTOTYPING & DESIGN (HIGH-FIDELITY)

I. 3 Designs:

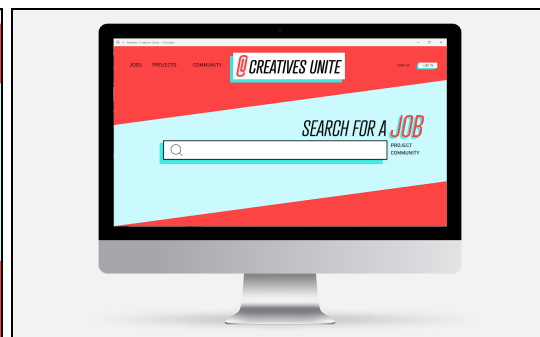
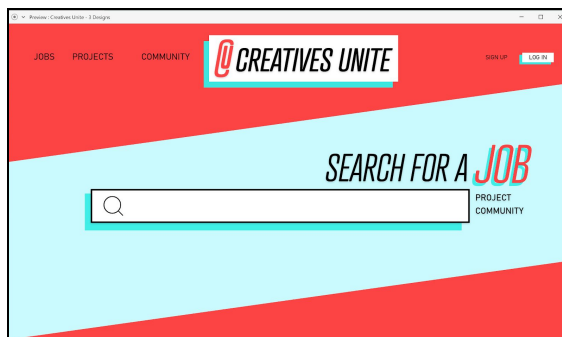
1. Design 1 - Conservative:



2. Design 2 - Moderate:



3. Design 3 - Wild:



User Feedback:

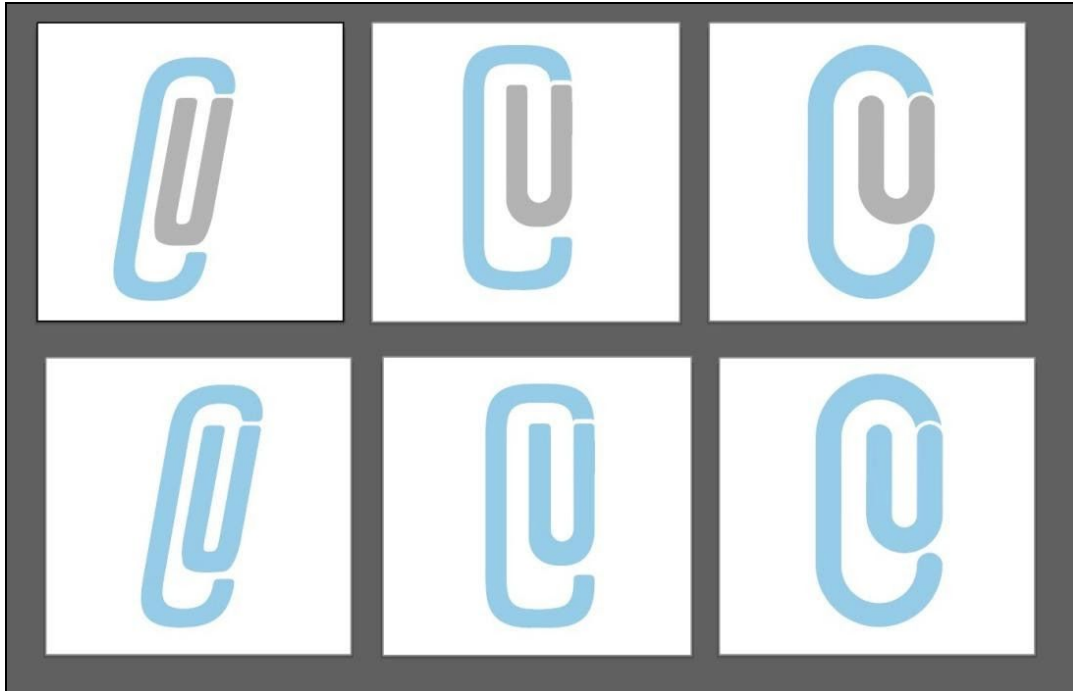
- User # 1: The user liked option 2 because it was a perfect combination of the conservative design and the wild design. It combines the sleekness of the conservative design with some of the creative elements from the wild design but just a toned down version of it. It looked easy to navigate and very user friendly.
- User #2: The user originally liked option 3 for its vibrancy and exciting look but as they continued to look through the options they discovered that option 2 would be better overall because of its sleek design feel and user friendliness and option 3 might be too busy for the overall feel of the website. They suggested that we increase the size of the font for the category tabs however.

II. Style Guide:

Logo & Identity:



Creatives Unite is the official name of the remote work site we are creating. We went with the name because the site unites anyone in the creative field in one place to come together to not only find work but also communicate with each other on projects they are currently working on or collaborating on projects with each other.



User feedback influence : Based on the feedback provided we decided to go with the top middle image because users felt it was the perfect way to distinguish between the letters as well as give the look of the paper clip aspect we were trying to achieve. By using two different colors it broke up the letters quite nicely while also still giving it the feeling of being united as one element.

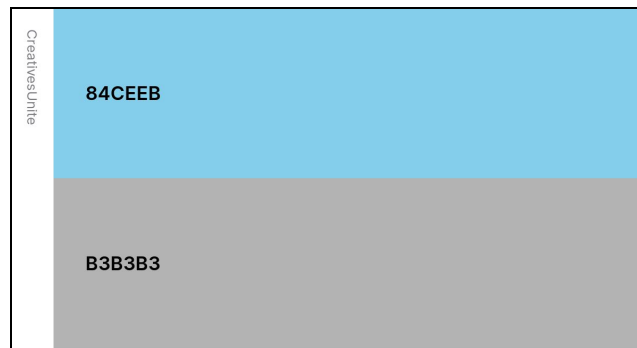
Primary Identity Mark :



The logo we went with is a C and a U to represent the Creatives Unite brand name but combined in a way to give the feel of a paper clip. We went with this design we felt like since paper clips are used to hold papers which is synonymous with the collaborating aspect of the website itself.

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Colors :

We went with the traditional aspects of color psychology when choosing our colors for the site. We went with blue to help promote the feelings of trustworthiness and reliability because we are having our users trust us with their personal information as well as their creative intelligence property so we want them to feel like this is a safe space to give their information to. The light blue aspect also helps to promote a feeling of calmness and tranquility because we want our users to feel calm and collected when touring the site as well. We paired this with a light gray because we wanted to also give our users a sense of formality and conservative nature to bring the users back into feeling like while a creative endeavor it still involves professionalism from the companies that have job advertisements listed on our site.

Background :

Displayed above are the variations that the logo can take based on the background that it is displayed against. The amount of variations is used to showcase the versatility of the logo to be used on any background color and still pop, allowing the users to easily find it on every page type. While the colors vary the look of the logo remains the same so as to keep the consistency of it so as not to confuse users as well.

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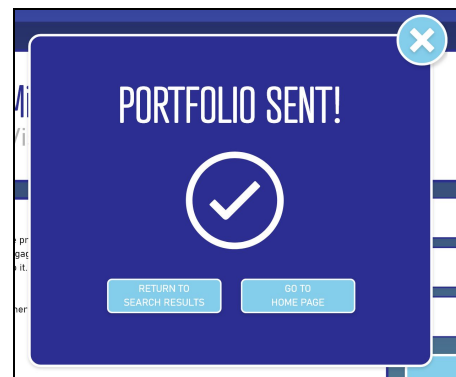
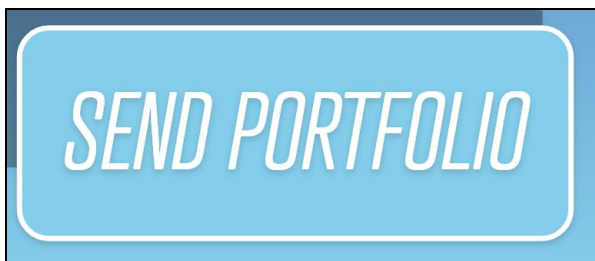
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Mobile App Icon :



The mobile app will be displayed with a white background with the logo being the all blue (#84CEEB) because it is the main color in the site as well as to keep the logo simplistic so as to be easily identifiable when the user goes to look for it on their phone. The paper clip aspect is more apparent just using one solid color as well so as to be easily identifiable as well.

Buttons, Functions, Warnings :



Buttons with *major functionalities are styled to look similar. The action text is accompanied by a light blue, rounded, and rectangular button with a white outline. Buttons with this styling include actions to Send, Request, Return, and Edit.

Other buttons include clickable links and icons. Jobs, Projects, Communities, and Settings offer the similar functions of direction to the User to a different experience on the site.

To point the user in the right direction there is a light blue rectangular box that appears when the user clicks outside of a clickable object.

Notifications :



The notification utilizes a circle with an exclamation point in it, the circle is outlined red with white in the middle and the exclamation point is red as well. This is to signify to the user of unread messages that they have.

User Input Field :

A form titled 'JOB POSTS' in a stylized white font on a dark blue background. Below the title is a white search bar with a magnifying glass icon. Underneath the search bar are four horizontal white boxes, each containing the text 'KEYWORD SUGGESTION' in gray, indicating a list of suggestions for the search query.

The website includes instances for the user to input their login information, search queries, and profile details. The profile details consist of their bio, recent projects, skills, and contact information.

The site also incorporates input fields for companies such as job and company names, job description, and project specifications.

Additionally included are spaces for users to create posts with a subject title and a text entry field.

The field is white and uses gray text to signal to the user that they need to put their information in.

III. Creatives Unite – Prototype (High Fidelity)

Link to Adobe XD User Testing View:

<https://xd.adobe.com/view/f3cb3af2-2c50-44c6-bdcf-efa771b66c78-a698/?fullscreen>

12. USER TESTING & DESIGN EVALUATION

I. Task Analysis:

Link to Think Aloud Protocol Video: <https://youtu.be/lGehjAWyOag>

1. Login to Application (0:50)
 - 1.1. Moves mouse around (tries to determine if they need to actually input login information to the prototype) (0:51 - 0:54)
 - 1.2. User clicks the login button (0:55)
2. Search for a job (0:56 - 1:22)
 - 2.1. User clicks the search bar to search for job listings (1:23 - 1:28)
 - 2.2. Searches through available listings (1:26 - 1:40)
 - 2.3. Clicks on job (1:41)
 - 2.4. Applies for job (1:44 - 2:06)
 - 2.5. Goes to home (2:07 - 2:11)
3. Explores the user profile (2:18 - 2:30)
4. Explores the direct messaging (2:31 - 2:41)
5. Evaluates design of prototype (2:43 - 3:48)
6. Logs off (3:50)
7. Exits prototype (3:55)

Total time : 3:55

Error count : 1 (3 seconds)

II. Survey Questions :

1. How do you like the design? (likert scale 1-5)
2. What would you change about the design?
3. Rate the ease of usability (likert scale 1-5)
4. Pros of the design?
5. Cons of the design?

- **Survey Results:**

<https://www.surveymonkey.com/results/SM-JWSCN9DZ7/>

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- **Did you improve the design?**

After the survey, the design was not improved and instead maintained to keep the functionality and designs the users expected given their satisfaction with the site.

III. Expert Evaluation :

1. **What worked and why?**

The easy to use navigation worked well along with leading the user straight to the search function on the home page. The user was easily able to search for a listing because the function was provided directly on the homepage. Searching for jobs and looking through the postings worked as designed since the user was able to browse as soon as they made a search. Sending a portfolio is an important part of our application which is why we made the button stand out making it easy for users to find and encouraging them to use the feature. The icons represented all the functions properly as the user was able to understand quickly what the functions of the icons were. The colors were successful at distinguishing the different tabs as it gave the user active feedback to show that they were changing the tabs.

2. **What errors happened and why?**

The only error that happened when testing the prototype was during the login screen. Due to the prototype not requiring the user to type in any information to login to the application, the user was slightly misled. However, this will not be an issue with the final application as it will be a fully functioning login page on launch.

VI. Final Results :

1. **What did you learn from users?**

We learned from the users that the prototype is designed very well and easy to use. The color scheme that was chosen is also a good way for them to correlate which category they are in.

2. **What did the users teach you about the usability of your design?**

We learned from the users that the usability of the website is easy and they can figure out how to use the program with little to no direction.

3. **What surprised you the most?**

That the color scheme of the prototype was so memorable to them.

4. **If you had time, how would you change your design to take into account their needs?**

One user said that some of the designs were too large in comparison to their screen size. So we will scale down some of the design choices.



Final Project Report
DIG 3811 - User Centered Design
Fall 2020

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